

# JENSON

**N**ICOLAS JENSON arrived in Mainz, Germany, just six years after Gutenberg printed his Bible. After mastering moveable type technology, Jenson moved to Italy.

Dissatisfied with the heaviness of Blackletter, Jenson took inspiration from the serif typefaces favored by the earlier Romans, and created a new look. Jenson's evolutionary humanist typeface featured calligraphic serifs, and a slanted cross stroke on the letter e that evokes hand-drawn text.

Jenson created a printer's mark, an early form of trademark. It is approximated here using rotated and scaled letters from his typeface.

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww

Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

