



Bookman, AKA Bookman Old Style, is a serif typeface that was created for the Miller and Richard Foundry. Bookman was derived from Old Style Antique and was designed as an alternative to Caslon. Bookman became particularly popular in 1960s and 1970s graphic design due to its revivals becoming popular.

Bookman was created with straight serifs and a wide structure, thus making it more suitable for display and small print. This does make Bookman less ideal for larger bodies of text. Bookman remains legible at even very small sizes. Bookman is used most often in headlines and advertising.

Bookman has been revived in a few forms, including ITC Bookman, Jukebox Bookman, and Bookmania.

*“If fonts were clothing, this would be the corduroy suit.”
-Matthew Butterick*