

Old Style

Alignment: Justified
11/15

Garamond GARAMOND

Garamond is an old style serif typeface. Claude Garamond, who died in 1561, was originally credited with the design of this elegant French typeface; however, it has recently been discovered that the face was designed by Jean Jannon in 1615. Many present day versions of this typeface are based on Jannon's designs, although they are all called Garamond. This is a typical Old Style face, having little contrast between thick and thins, heavily bracketed serifs, and oblique stress. The letterforms are open and round, making the face extremely readable. The capital letters are shorter than the ascenders of the lowercase letters.

Transitional

Alignment: Flush Left, Ragged Right
11/13

Baskerville BASKERVILLE

Baskerville, designed by the English John Baskerville in 1757, is an excellent example of a Transitional typeface. Transitional typefaces are so called because they form a bridge between the Old Style and the Modern faces. Compared to the Old Style, Baskerville shows a greater contrast between the thicks and thins, serifs are less heavily bracketed, and the

stress is almost vertical. The letters are very wide for their x-height, are closely fitted, and are of excellent proportions making Baskerville one of the most pleasant and readable fonts.

Modern

Alignment: Flush Right, Ragged Left
12/16

Bodoni BODONI

Bodoni is a Modern typeface, designed in the late 1700's by the Italian typographer, Giambattista Bodoni. At the end of the eighteenth century, a fashion grew for faces with a stronger contrast between thick and thins, unbracketed serifs, and strong vertical stress. These were called Modern faces. All the older faces became known as Old Style, while the more recent faces – just prior to the change – were

referred to as Transitional.

Although Bodoni has a small x-height, it appears very wide and black. Because of the strong vertical stress, accentuated by its heavy thicks and hairline thins, the horizontal flow necessary for comfortable reading is impaired. Bodoni, therefore, must be well-leaded.

Rockwell ROCKWELL

Century Expanded is an excellent example of a refined Egyptian typeface. It is based on a type called Century, designed in 1894 by L.B. Benton and T.L. Devinné for the Century Magazine. After Bodoni, the type designers began to search for new forms of typographic expression.

Around 1815 a type style appeared that was characterized by thick slab serifs and thick main strokes with little contrast between thick and thin. This style was called Egyptian. Century Expanded has a large x-height and should be leaded. The large letters and simple letterforms combine to make it very legible and especially popular for children's books.

Like most members of the Egyptian family of typefaces, Century Expanded makes a good display type because of its boldness. The typeface used here is actually Rockwell.