

DONOVAN BRINSON
TYPOGRAPHY 270 2018

CASLON
Ω N



TYPEFACE HISTORY
WILLIAM CASLON

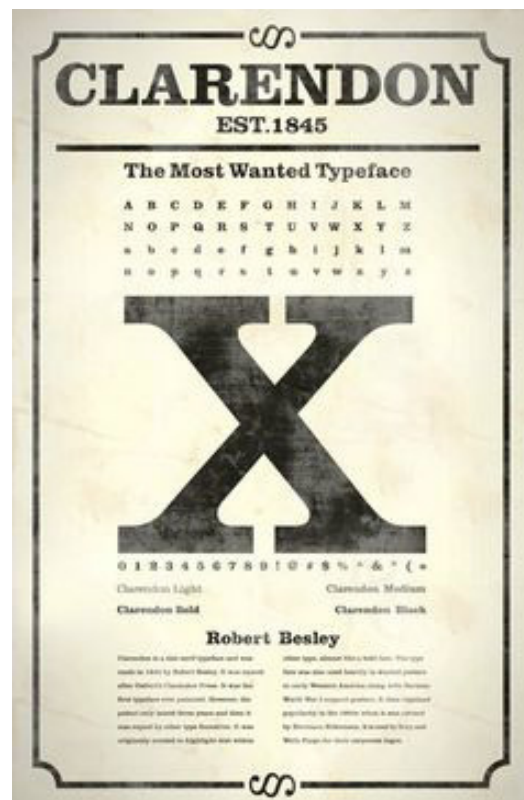
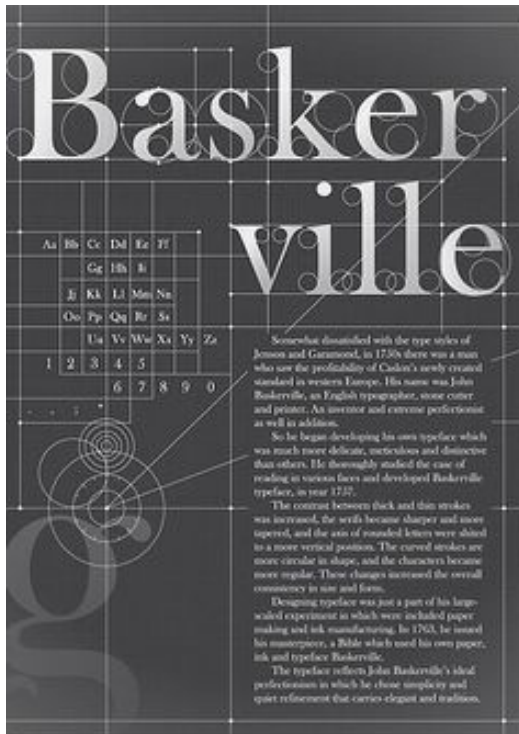
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Π RESEARCH Π

IMAGES AND INSPIRATION






Baskerville

JOHN BASKERVILLE 1757

Small text describing the font and its creator, John Baskerville, and its historical significance.



william caslon

Small text describing the font and its creator, William Caslon, and its historical significance.

Bodoni

1788

Giambattista bodoni

Born near Turin, Giambattista Bodoni was the fourth son of a master printer. He was made director of the Royal Printing House of the Duke of Parma. His printer was more acclaimed in his own lifetime than Giambattista Bodoni. He did away with all sorts of type faces and introduced a new clear simple type faces as the Bodoni typeface.



The uppercase G has a small loop, which is a very distinct feature of this font.



The uppercase W has a very characteristic serif. The bottom bars of W cross each other on the top line and easily identify Bodoni with this feature.



The hook in the upper case J is very peculiar. When compared with Didot, we see that the hook of the J goes below the baseline.



The descender in the uppercase Q is a short feature of Bodoni. It has a character of its own. The font designer has nicely experimented with the tail. It actually looks like the tail of an animal.



The brackets have a very different character. All the alphabets in Bodoni are very geometric and mathematical. However the brackets are very calligraphic and slightly ornamental.



Some special symbols of Bodoni are distinct. The dollar sign has two bars crossing the uppercase S.

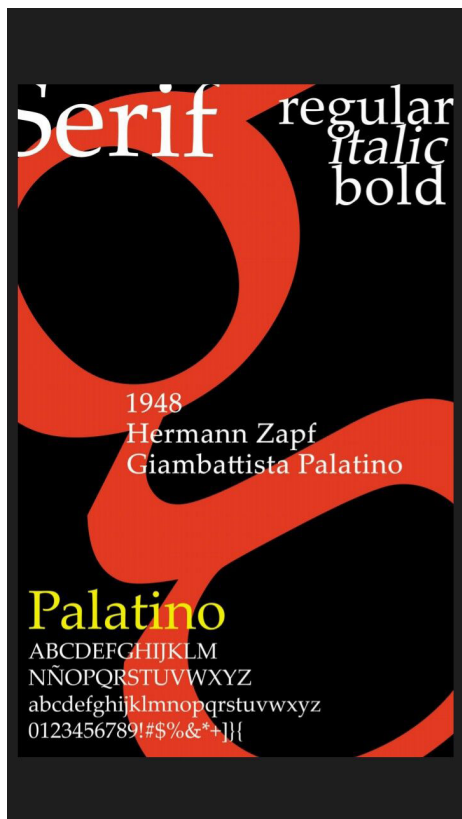
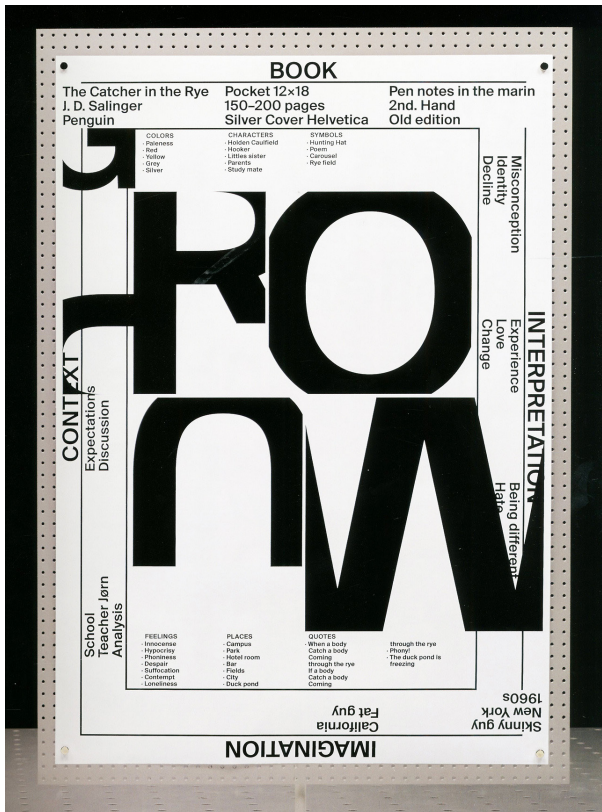


It is the most beautiful and readable text face of all.

BEMBO

1495

Grifo







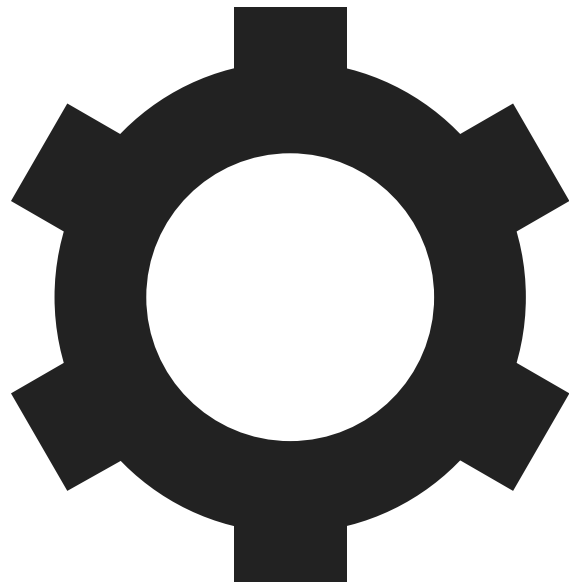
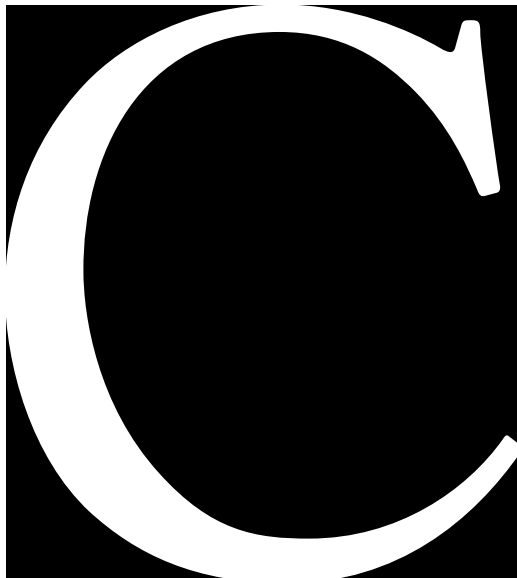
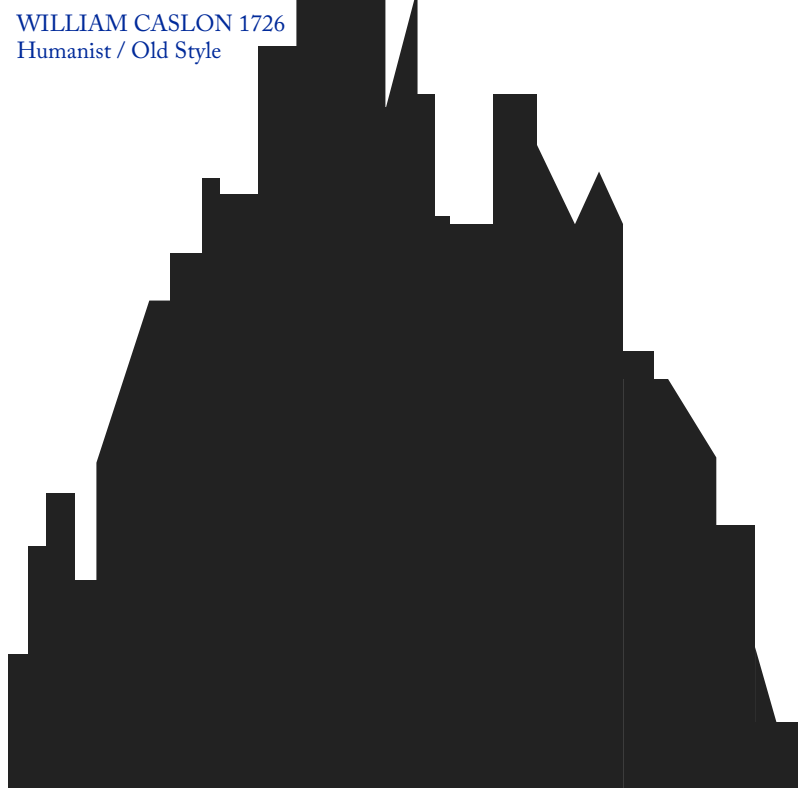
RESEARCH PT. 2

VECTOR - AI Files



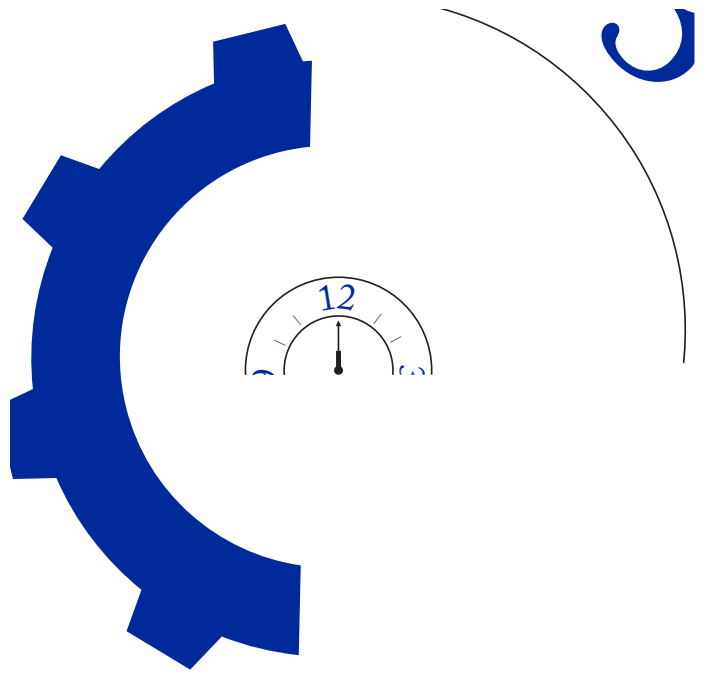
CASLON

WILLIAM CASLON 1726
Humanist / Old Style

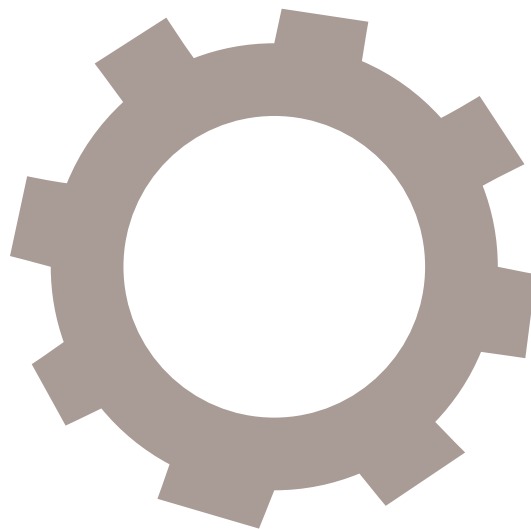
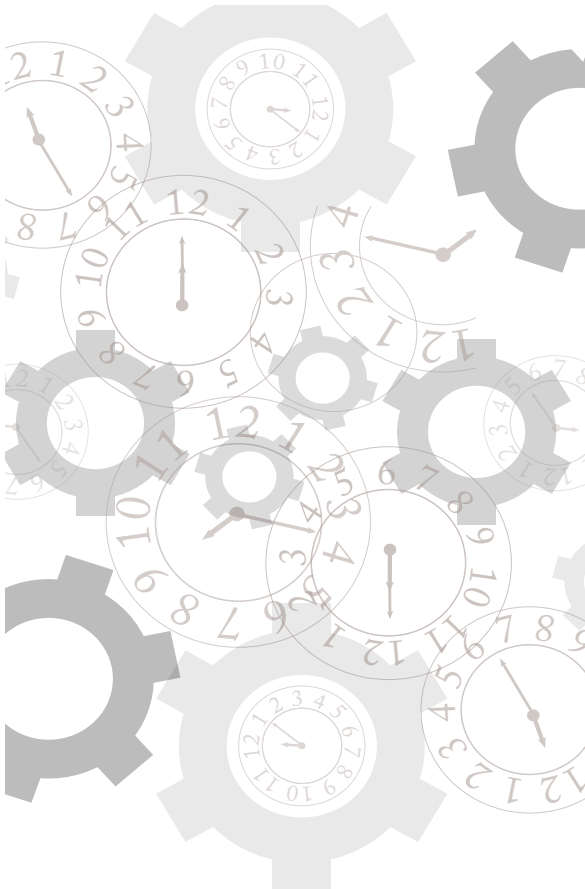
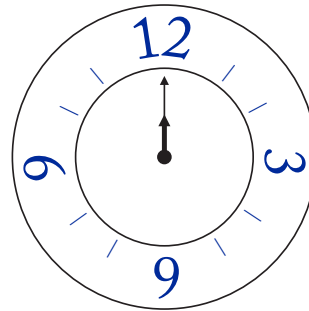


CASLON

WILLIAM CASLON
1726 Humanist / Old Style



ABCDEF GHIJKLMNOPQRSTU VWXYZ
abcdefghijklmnopqrstuvwxyz





CASLON FONT

TITLE



Adobe Caslon Pro Regular 12 pt

Adobe Caslon Pro Italic 12 pt

Adobe Caslon Pro Semibold 12 pt

Adobe Caslon Pro Semibold Italics 12 pt

Adobe Caslon Pro Bold 12 pt

Adobe Caslon Pro Bold Italics 12 pt

Adobe Caslon Pro Regular 18 pt

Adobe Caslon Pro Italic 18 pt

Adobe Caslon Pro Semibold 18 pt

Adobe Caslon Pro Semibold Italics 18 pt

Adobe Caslon Pro Bold 18 pt

Adobe Caslon Pro Bold Italics 18 pt

Adobe Caslon Pro Regular 24 pt

Adobe Caslon Pro Italic 24 pt

Adobe Caslon Pro Semibold 24 pt

Adobe Caslon Pro Semibold Italics 24 pt

Adobe Caslon Pro Bold 24 pt

Adobe Caslon Pro Bold Italics 24 pt

Adobe Caslon Pro Regular 30 pt

Adobe Caslon Pro Italic 30 pt

Adobe Caslon Pro Semibold 30 pt

Adobe Caslon Pro Semibold Italics 30 pt

Adobe Caslon Pro Bold 30 pt

Adobe Caslon Pro Bold Italics 30 pt

e CASLON FONT e

BODY

ADOBE CASLON PRO REGULAR 12 PT

William Caslon is an English Type Founder who designed (Adobe) Caslon between 1720 and 1726. In 1692, he was born in Worcestershire, England. His work was unique and helped modernize books. William Caslon started out as an apprentice to an engraver of gunlocks and barrels. In 1716, he opened his own engraving shop in London. His work making bookbinders and silver chasers was noticed by the printer, John Watts. Watts gave Caslon the job of cutting type punches for various presses. In 1720 he designed an “English Arabic” typeface used in a psalter and a New Testament. Two years later under the printer, William Bowyer, his roman typeface was first used in 1726 called Caslon. Caslon’s new typefaces gained instant success in England. He received loans and sufficient trade to enable him to set up a complete type foundry. His types eventually spread all over Europe and the American colonies, where one of his fonts was used to print the Declaration of Independence. Caslon’s typefaces combined delicate modeling with a typically Anglo-Saxon vigor. In Jan. 23, 1766, he died in Bethnal Green, London, leaving his company to his heirs. < <https://www.britannica.com/biography/William-Caslon>>

ADOBE CASLON PRO ITALICS 12 PT

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ADOBE CASLON PRO SEMIBOLD 12 PT

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CASLON FONT

BODY



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ADOBE CASLON PRO BOLD 12 PT

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ADOBE CASLON PRO BOLD ITALICS 12 PT

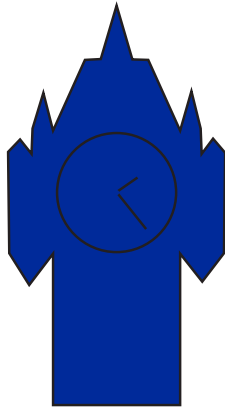
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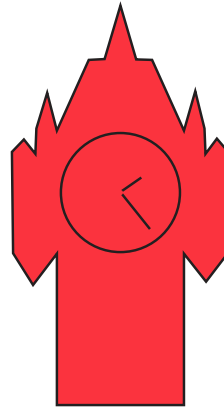
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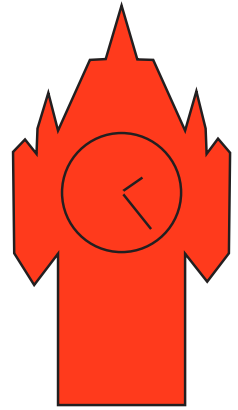
PANTONE Black C



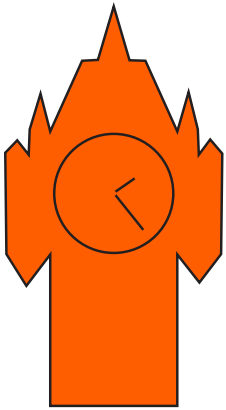
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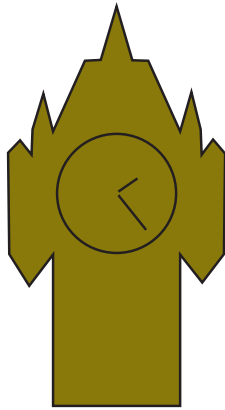
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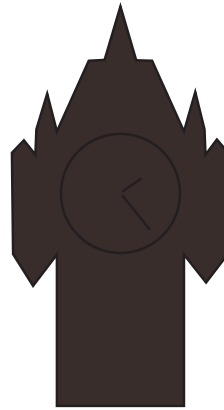
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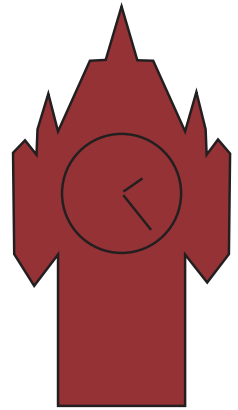
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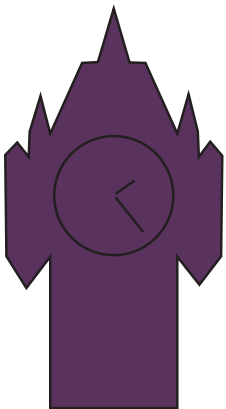
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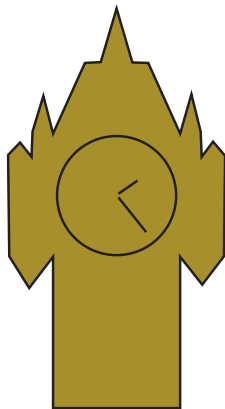
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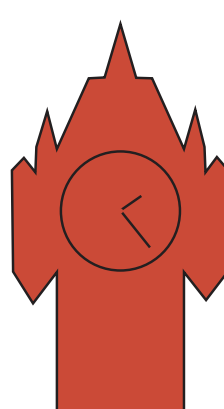
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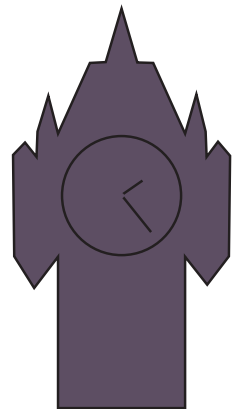
PANTONE 519 C



PANTONE 619 C



PANTONE 7619 C



PANTONE 7666 C



FIRST COMPS



CASLON

WILLIAM CASLON 1726
Humanist / Old Style

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CASLON

WILLIAM CASLON
1726 Humanist / Old Style

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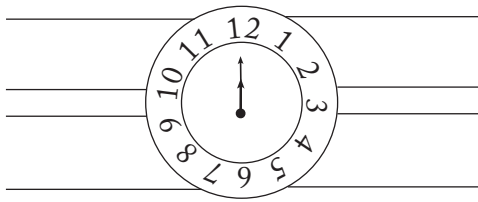
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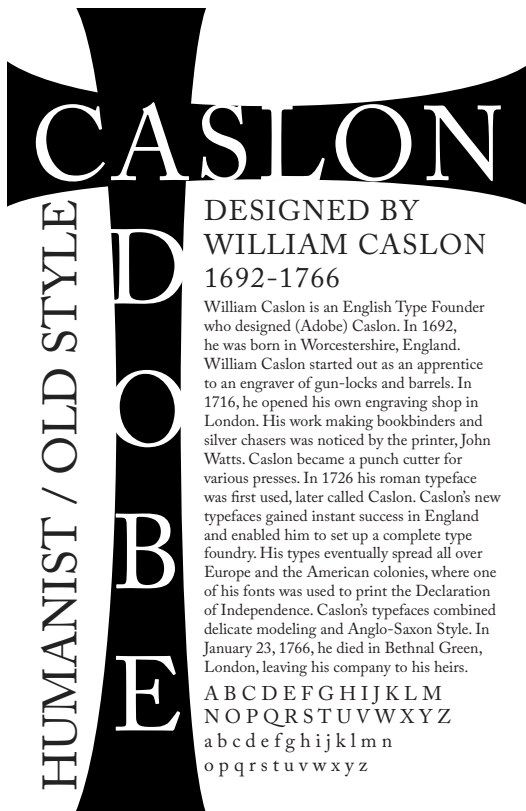
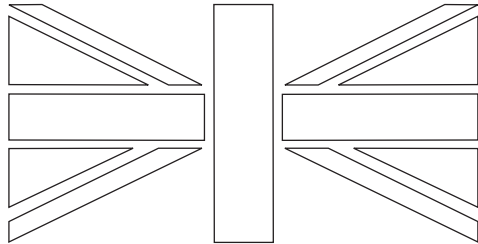
CASLON

HUMANIST / OLD STYLE

DESIGNED BY WILLIAM CASLON 1692-1766

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

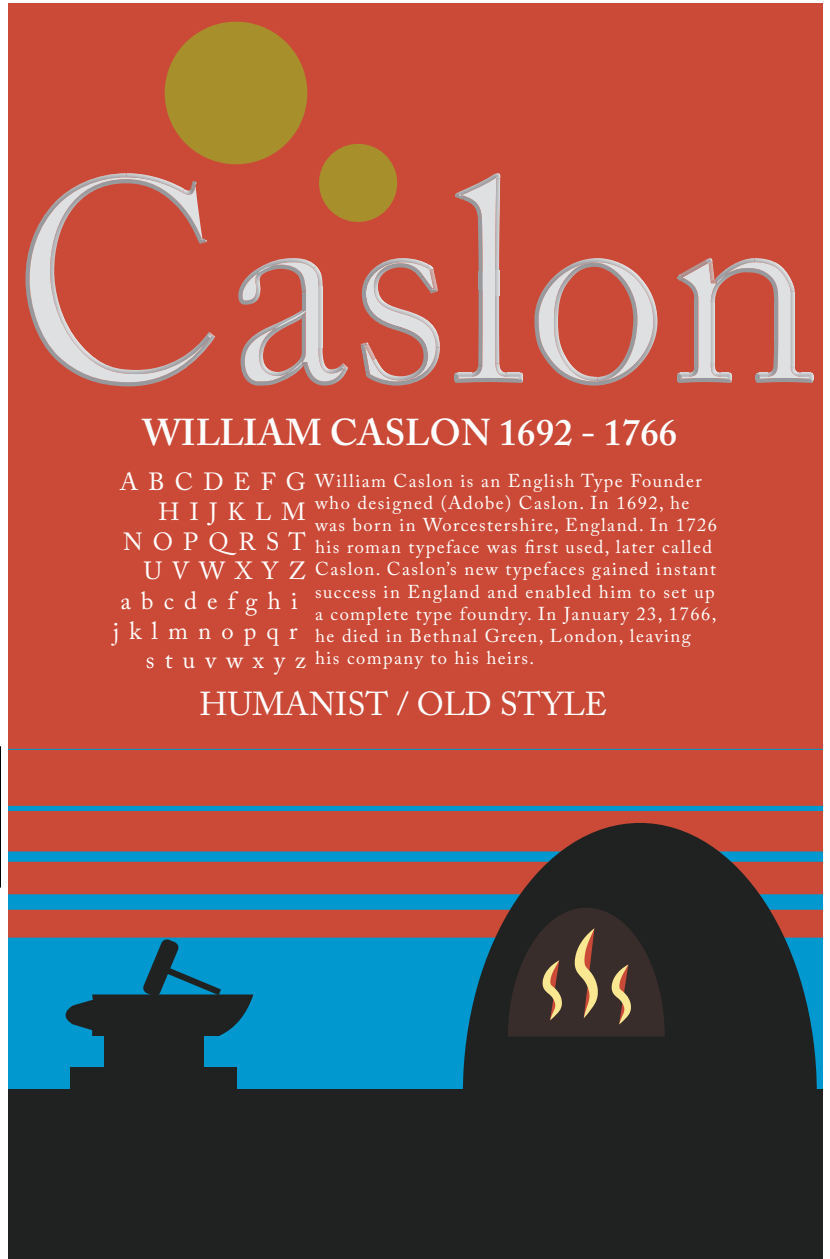


CASLON

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A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z

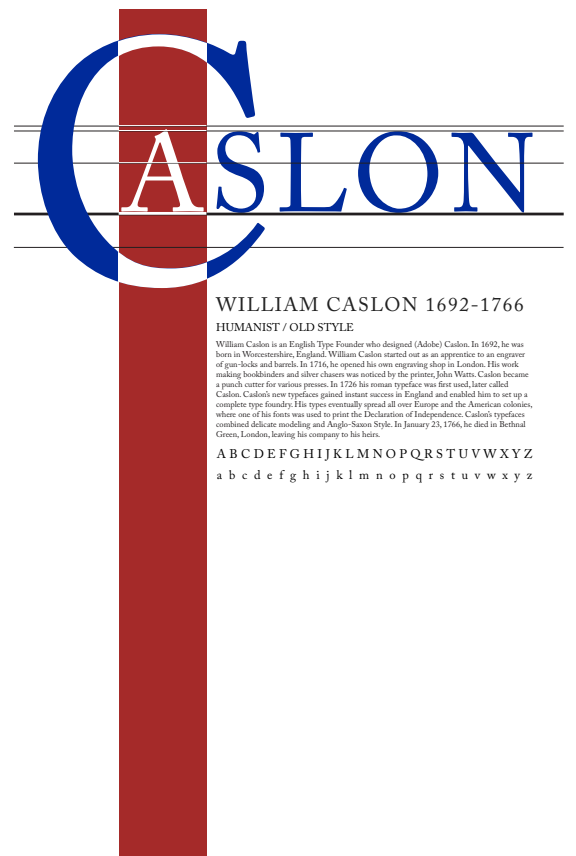
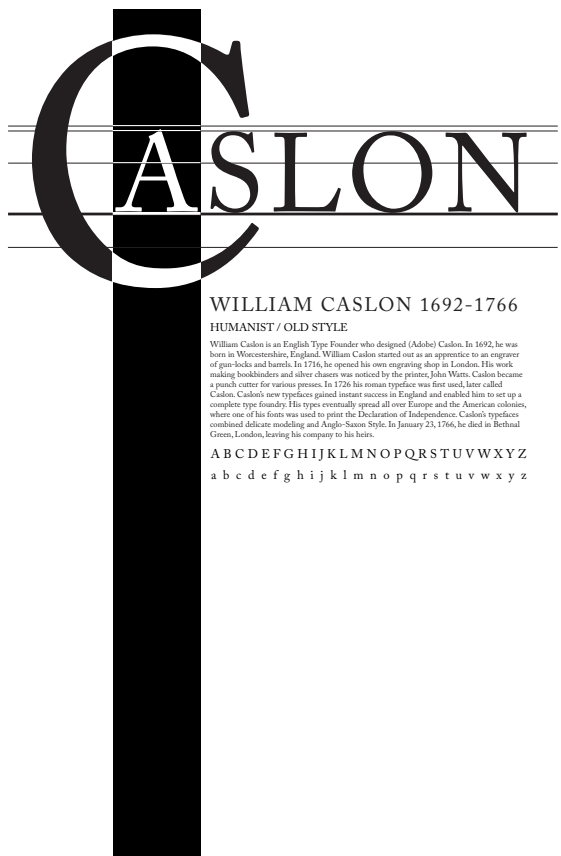
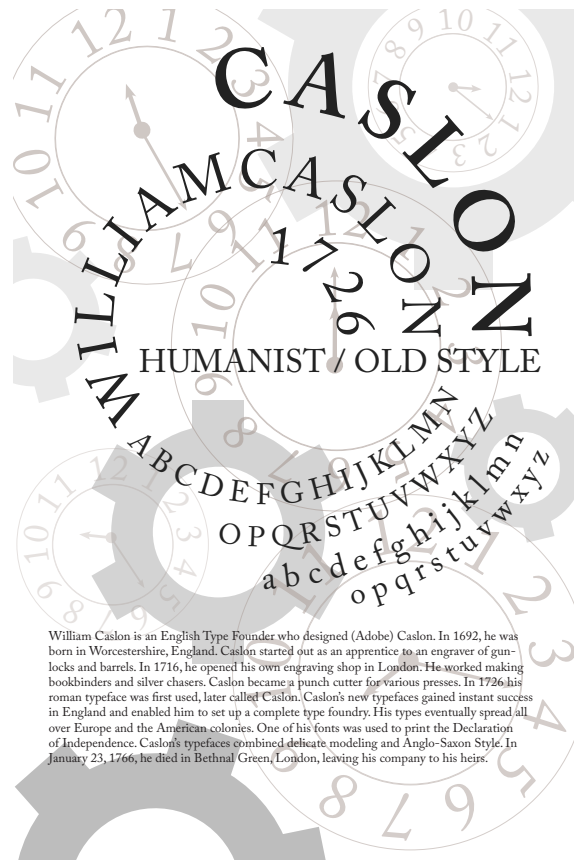
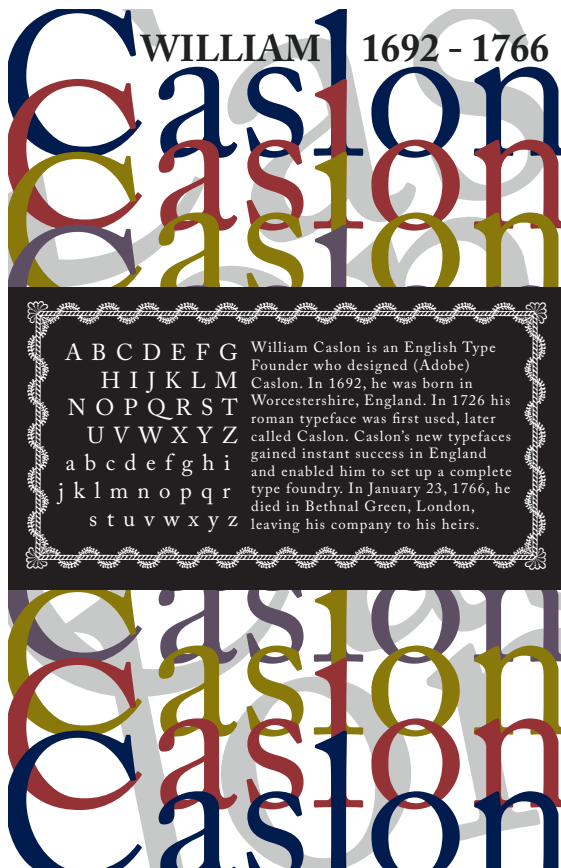


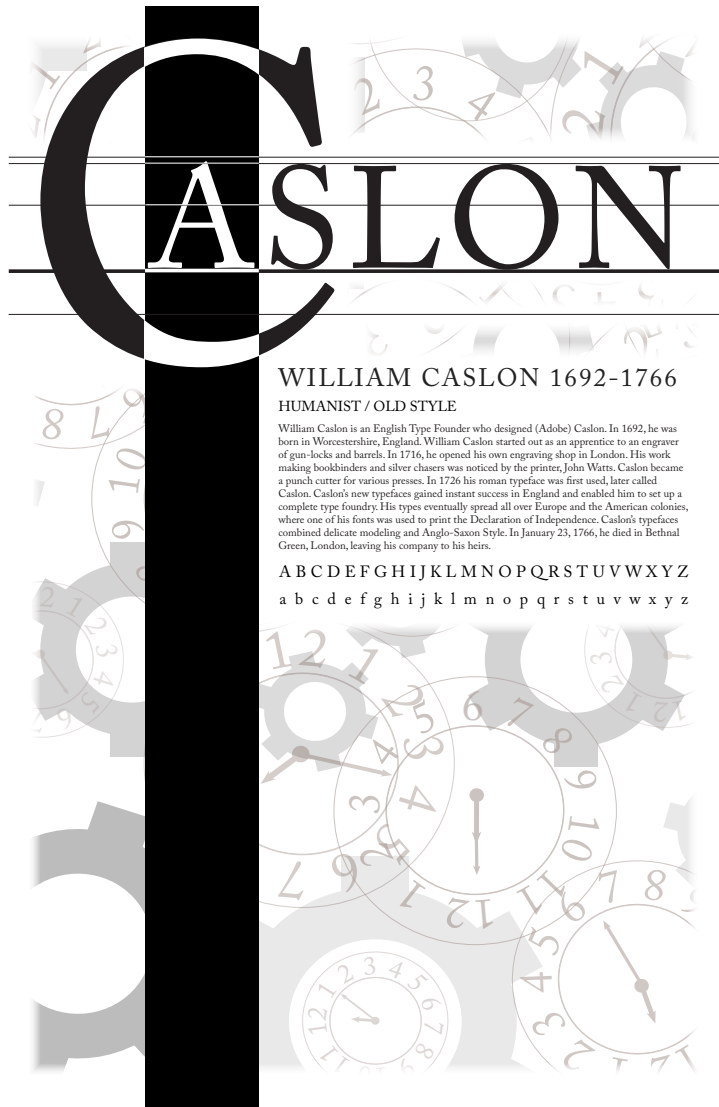
Caslon

WILLIAM CASLON 1692 - 1766

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HUMANIST / OLD STYLE





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HUMANIST / OLD STYLE

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



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1726



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1726

CASLON
HUMANIST / OLD STYLE
WILLIAM CASLON

12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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CASLON
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WILLIAM CASLON

12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1 7 2 6

THOUGHTS / CRITISM

The clock one got the most votes in class. I liked the book strip design for a while because it's a clean design but it may be too simple.

Make sure a block of text isn't too large and 12 pt font is not too small to use.

Do not center a block of text - it may make it too difficult for the audience to read.

Do not stack text vertically. Text was designed so that the letters can be side by side. Stacking text works well rarely.

Limit colors so that the most important aspect is the Typeface.

In my final comp, I kept the curved title that was popular and focused on keeping the background simple but pops out (Not black and white), so I used the background of one of my previous designs and modified it.

- Typography 2018 SP Class

& Professor Laurie Grace





CASLON

HUMANIST / OLD

WILLIAM CASLON

12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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DONOVAN BRINSON
TYPOGRAPHY 270 2018

