
Creating
Perfection

Baskerville

By John Baskerville

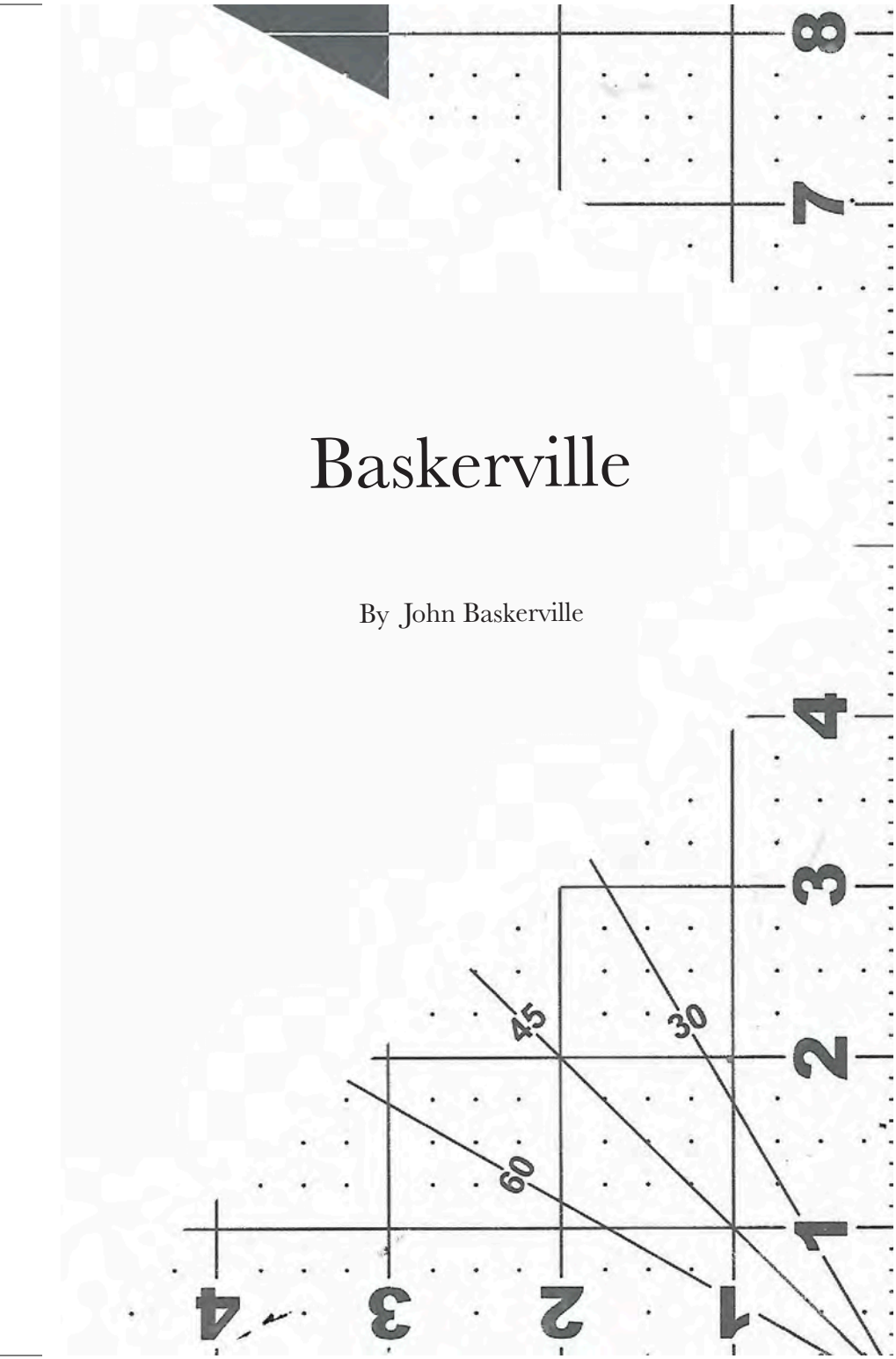
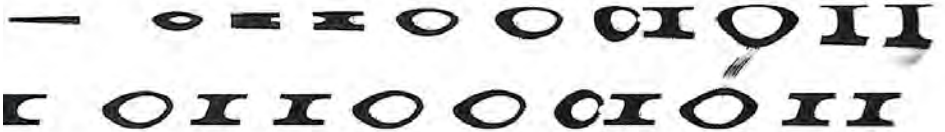


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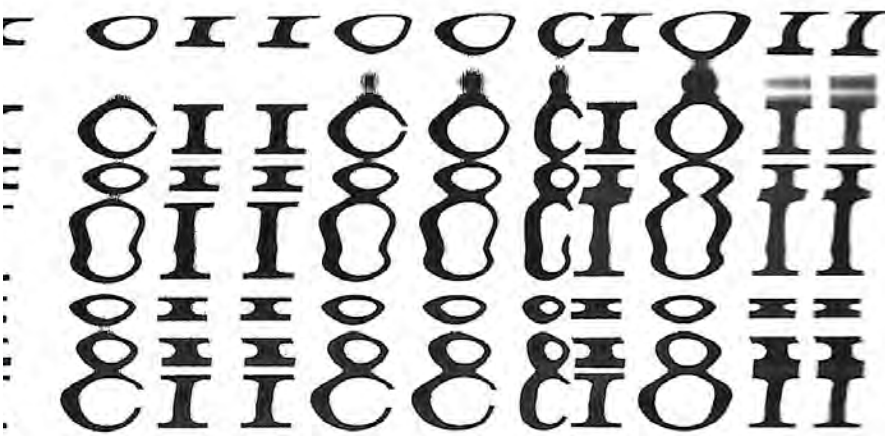


Perfection









Baskerville's History

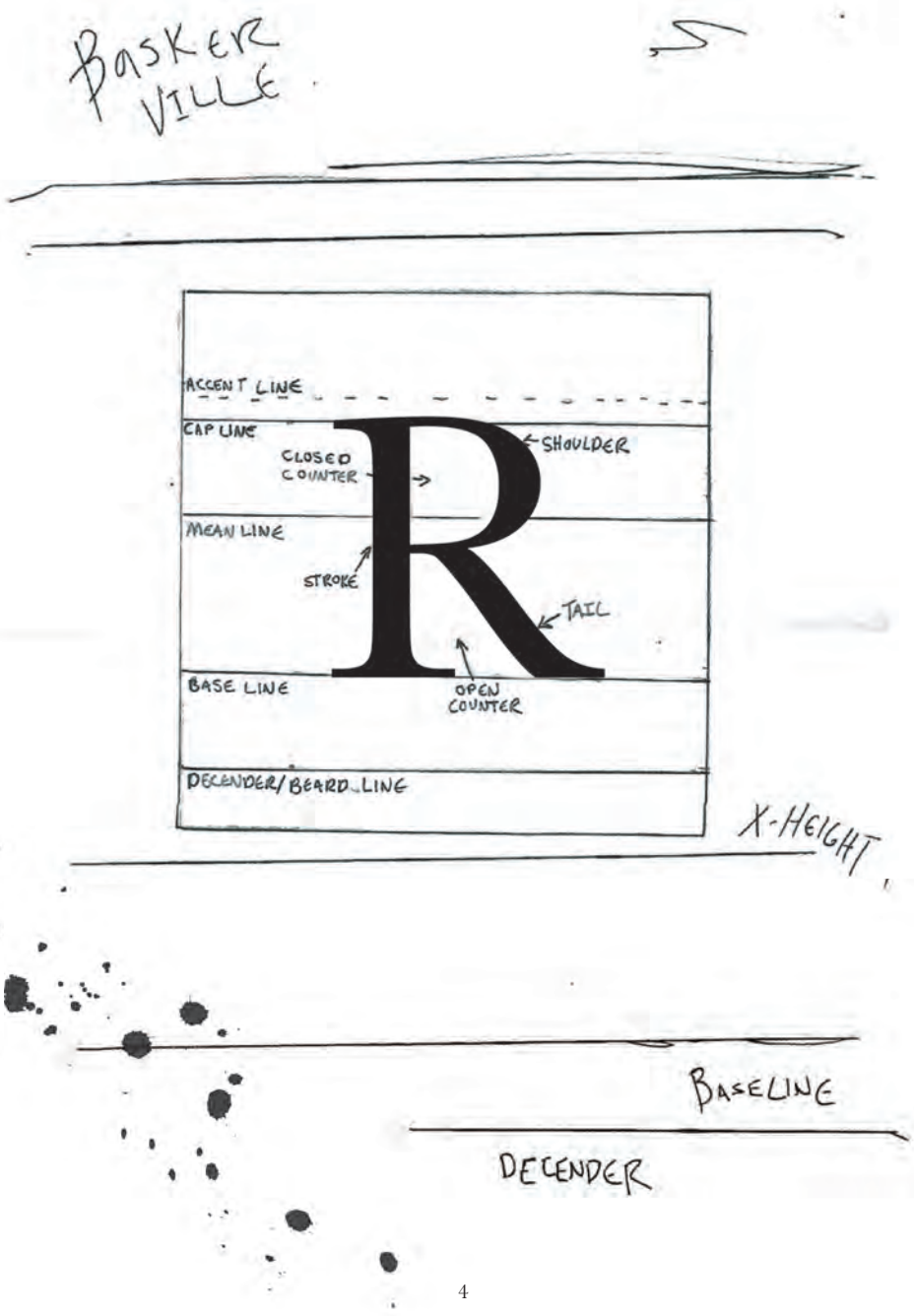
Baskerville, designed in 1754, is most known for its crisp edges, high contrast and generous proportions. The typeface was heavily influenced by the processes of the Birmingham-bred John Baskerville, a master type-founder and printer, who owed much of his career to his beginnings. As a servant in a clergyman's house, it was his employer that discovered his penmanship talents and sent him to learn writing. Baskerville was illiterate but became very interested in calligraphy, and practised handwriting and inscription that was later echoed in strokes and embellishments in his printed typeface. Baskerville is categorized as a transitional typeface in-between classical typefaces and the high contrast modern faces. At the time that John Baskerville decided to switch from owning a japanning business to a type foundry, Phillipe Grandjean's exclusive Romain du Roi for Louis XIV had circulated and been copied in Europe. The mathematically-drawn characters felt cold, and prompted Baskerville to create a softer typeface with rounded bracketed serifs and a vertical axis. Baskerville stated "Having been an early admirer of the beauty of letters, I became insensibly desirous of contributing to the perfection of them. I formed to myself ideas of greater accuracy than had yet appeared, and had endeavoured to produce a set of types according to



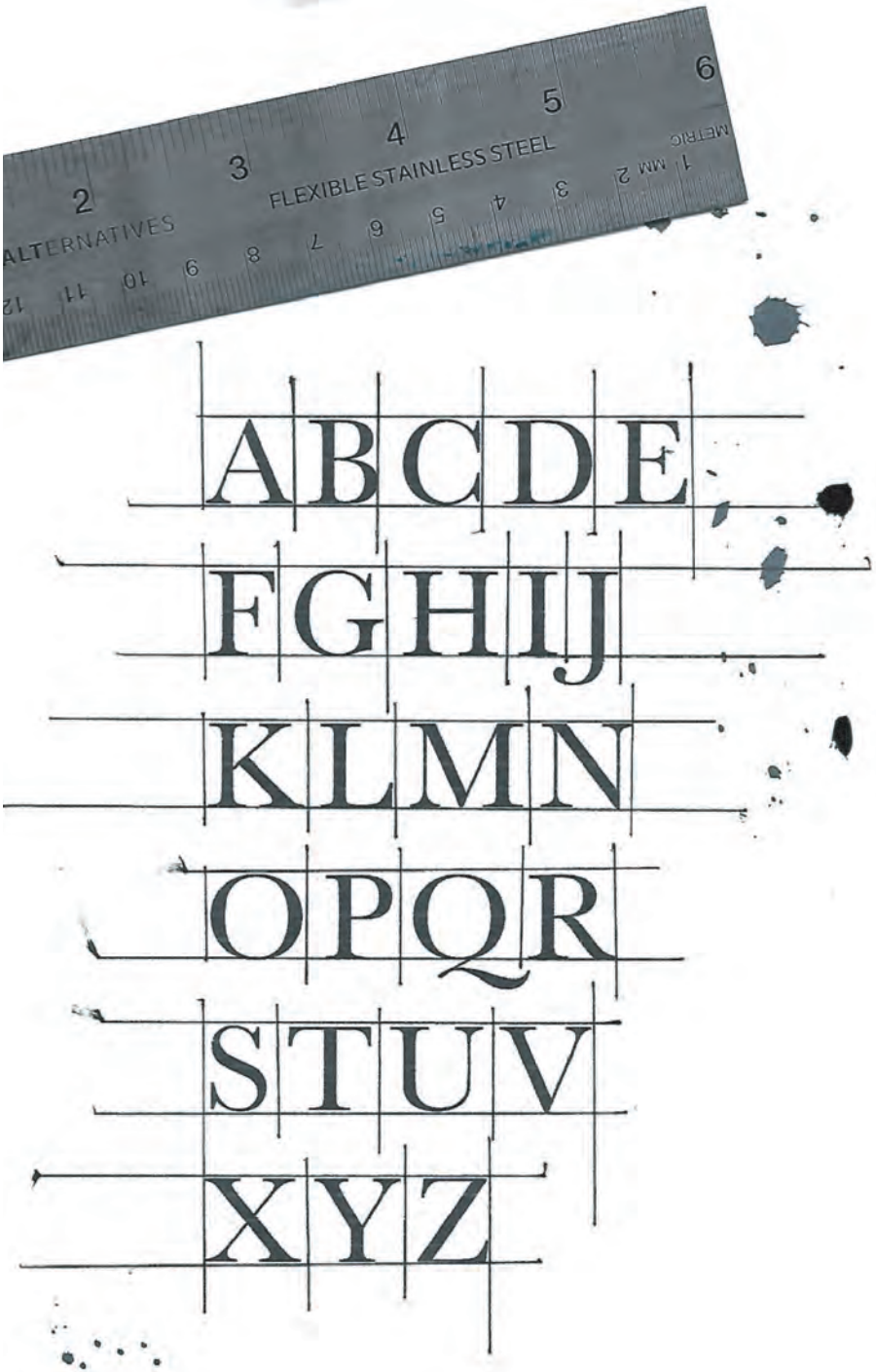


what I conceived to be their true proportion." It is difficult to appreciate the qualities of Baskerville without first understanding the process of its creation. Baskerville developed his own method of working, resulting in beautifully bright woven paper and darker inks. He created an intense black ink color through the tedious process of boiling fine linseed oil to a certain thickness, dissolving rosin, allowing months for it to subside and finally grinding it before use. As printers would not willingly reveal the methods within their print shops, Baskerville followed other printers closely and made the same purchases as them in hopes of setting up the same press. This routine resulted in the development of higher standards for presses altogether. Existing printing presses did not capture the subtleties of his type, so Baskerville redesigned the press replacing the wooden platen with a brass one in order to allow the planes to meet more evenly. The wooden platens were usually covered with thick tympanum which helped to absorb pressure and reduce type depth, however, Baskerville's press used thin tympanum around the metal and the platens were even heated before using them. It was the combination of the contrasting cut in his letterforms, the process of printing, the gloss of his paper and the intensity of his inks that made each print so refined.

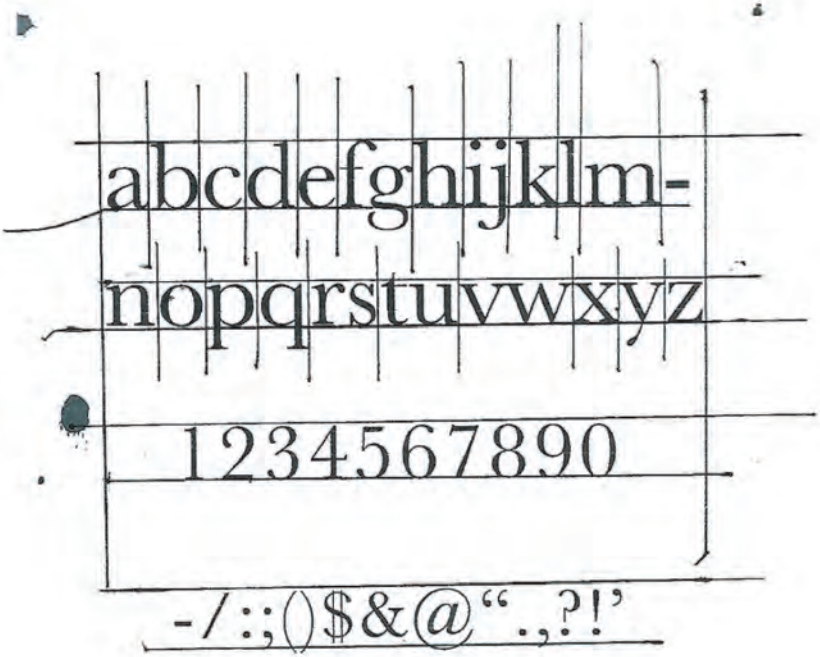



BASKER VILLE
ACCENT LINE
CAP LINE
CLOSED COUNTER
SHOULDER
MEAN LINE
STROKE
TAIL
BASE LINE
OPEN COUNTER
DECENDER/BEARD LINE
X-HEIGHT
BASELINE
DECENDER

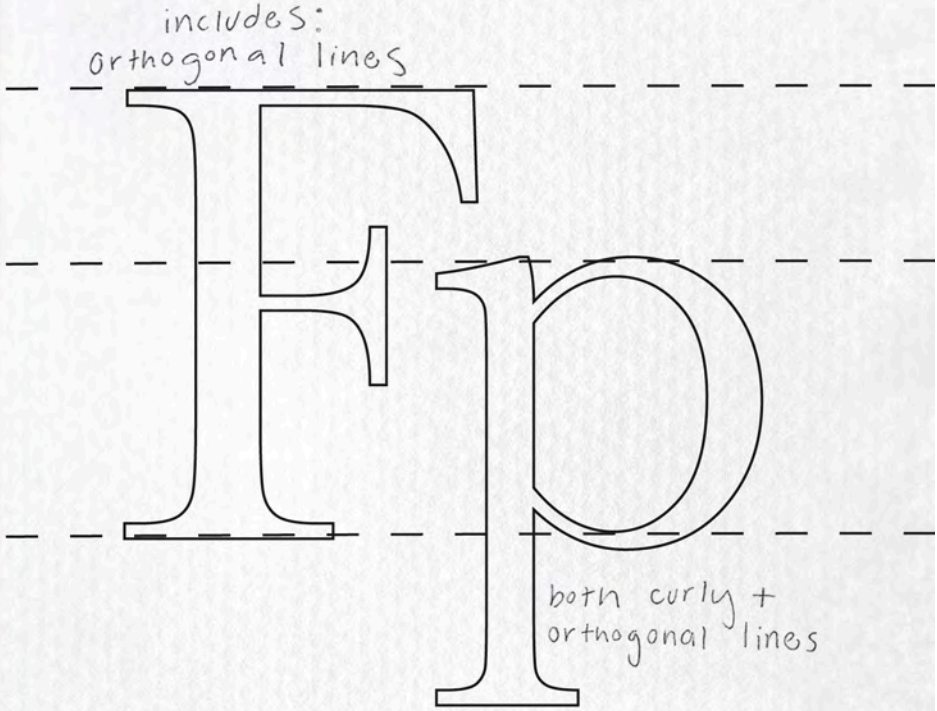

CONTRAST BETWEEN THICK AND THIN STROKES
SHARPER SERIFS
DEFINED CURVED STROKES
POINTED APEX
WIDE ARM
ATQ
TAIL
LOWER ARM
ENC
THIN THICK STROKES
SERIF MARKS


ALTERNATIVES
FLEXIBLE STAINLESS STEEL
METRIC
A B C D E
F G H I J
K L M N
O P Q R
S T U V
X Y Z

CHARACTER SET

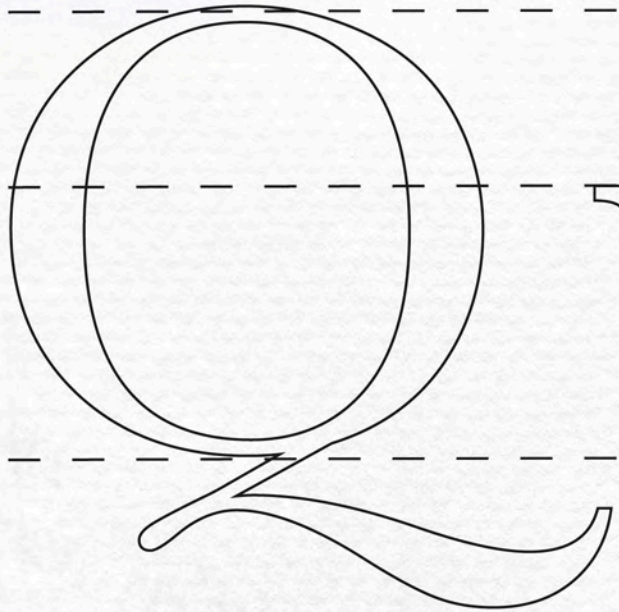


CHARACTERISTICS:



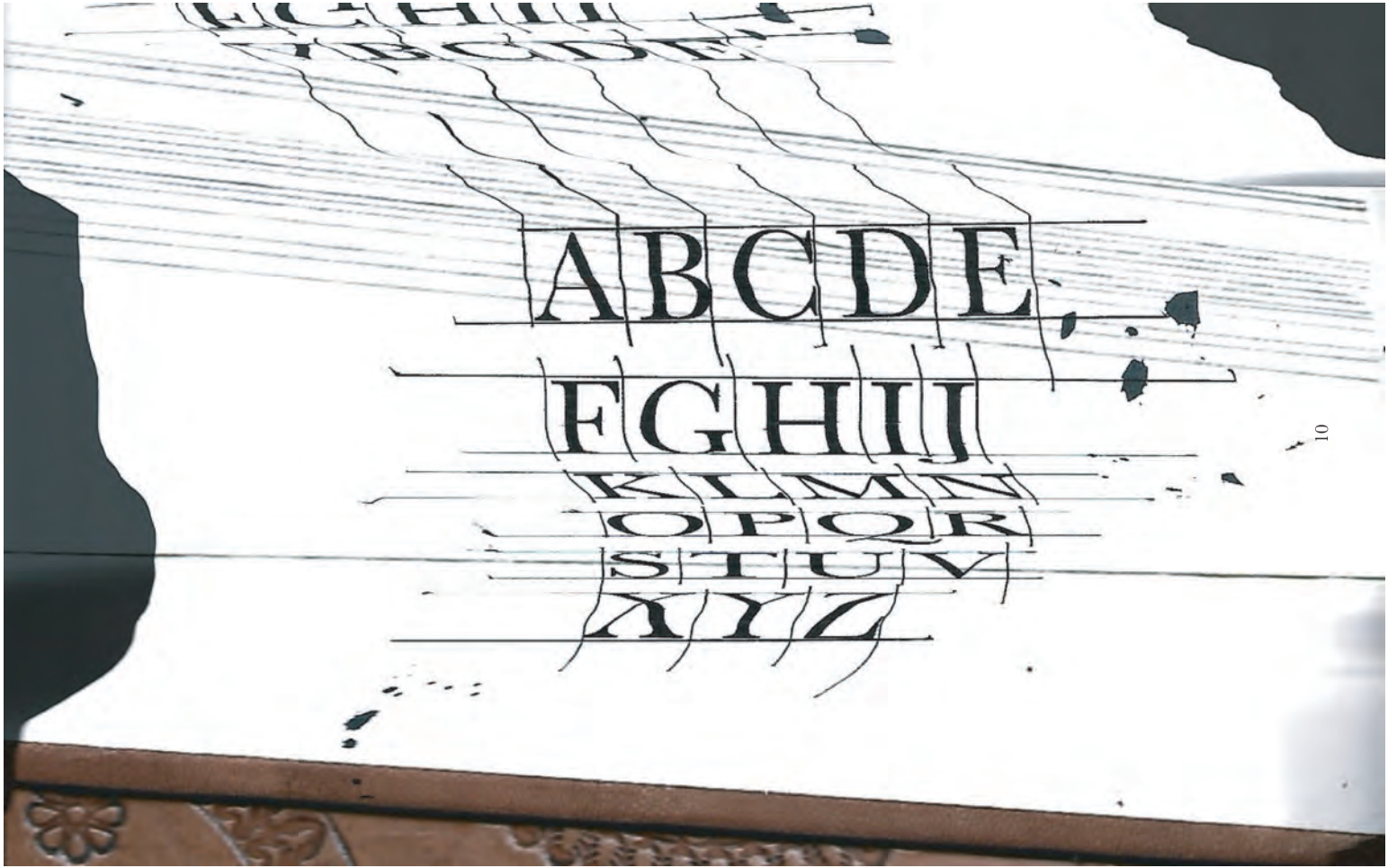
- a traditional typeface between classical and high contrast modern faces.

includes:
curly lines



W

+ diagonal lines


ABCDE
FGHIJ
KLMN
OPQR
STUV
XYZ



Perfecting
Perfecting
Perfecting
Perfecting
Perfecting
Perfecting

Historical Usage

While it found little success during the lifetime of John Baskerville, the typeface made a huge influence in Europe after the printer's widow sold the Baskerville punches and matrixes to France, where it circulated among foundries.

Admiration for the English typeface in France and Italy spread, and Baskerville's high contrast letterforms evolved into an emergence of modern faces as Didot and Bodoni.

American typographer, Bruce Rogers, discovered a Baskerville type specimen in a Cambridge bookstore in 1917, and once he became printing adviser to Harvard University Press, he recommended that the type be casted from the original Baskerville matrixes, causing a revival to the typeface in the 20th century.

John Baskerville gained recognition in the late 1750s for his editions of the works of Virgil and John Milton. In 1758, he was appointed printer for the University of Cambridge and granted permission to produce a new folio Bible.

Today it remains one of the most popular and classic typefaces for print, for its legibility and refined beauty.

Contempary Usage

Baskerville is used a lot today in academic publications, probably from the new life Harvard brought it.

It is also used in the branding of Bob Evans, along with a lot of other "homestyle" brands. It's transitional style has a clean look to it that has a bit of old-style flair; that is where the font's personality lies.

Due to its refined lines and soft curvature, it is often used as the typeface for body copy in books and articles, posters, and business cards.

It is also used in various "homestyle" brands such as Bob Evans and Better Homes and Gardens magazine and the popular fashion brand, Kate Spade.

It is one of the most popular typefaces used for books. It is so famous that it is an option for the type of Kindle e-readers.


rfe
c
in

Family Weight

Baskerville Regular

Baskerville Bold

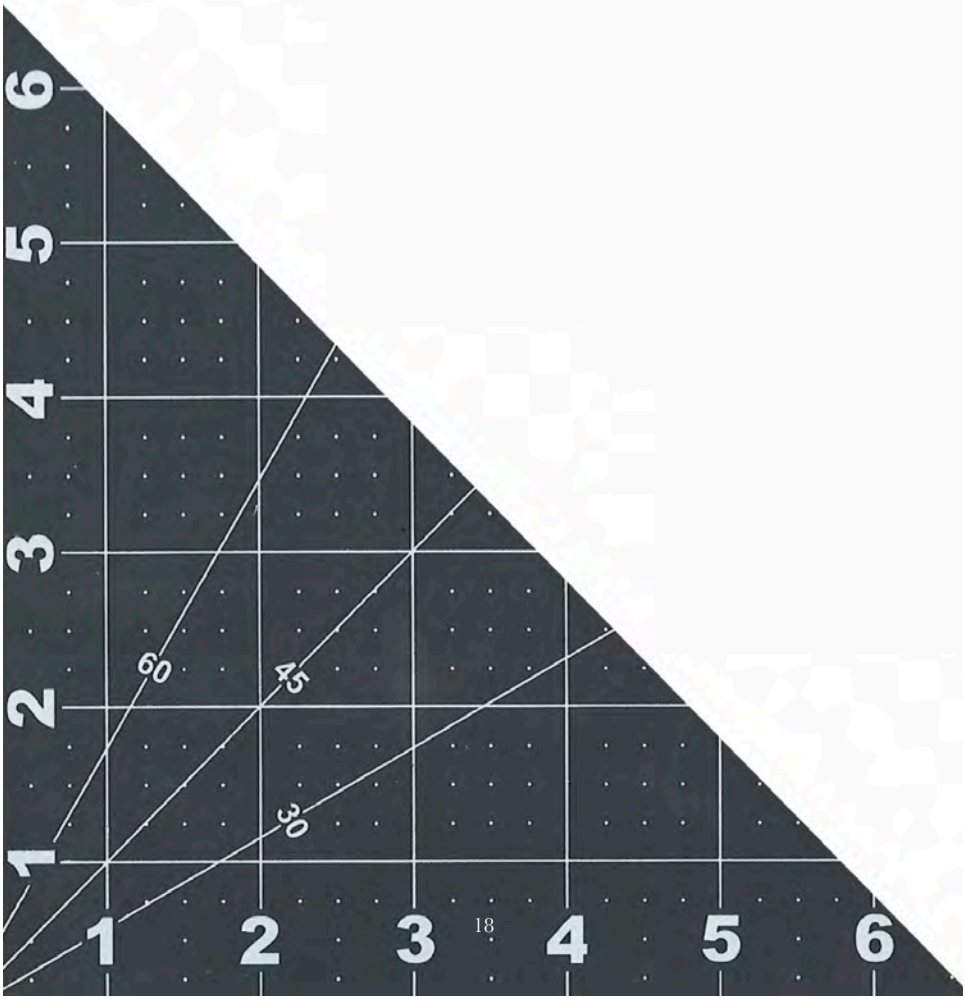
Baskerville Bold

Baskerville Bold

Baskerville Bold

Baskerville Bold

Type Setting



10-12 pts Regular

John Baskerville gained recognition in the late 1750s for his editions of the works of Virgil and John Milton. In 1758, he was appointed printer for the University of Cambridge and granted permission to produce a new folio Bible.

12-14 pts Italic

"In England [Baskerville] was vilified by many of his fellow printers, In the United States, however, Baskerville and his design had some notable admirers, namely Benjamin Franklin, who wrote a letter to the typeface's creator himself.

14-16 pts Semi Bold

Baskerville is a trustworthy font. Experiments show that people are more likely to believe information set in Baskerville, versus text in Georgia, Helvetica, Comic Sans or Trebuchet.

16-18 pts Bold

The Baskerville Bible is considered by some historians to be the most elegant King James Bible ever produced and the highpoint in English Bible printing.

Colophon

This book was created in the Winter of Two Thousand and Twenty Four at The Savannah College of Art and Design, Atlanta Campus.

It was an assignment created in the Graphic Design class of Two Hundred and Five,Typography II: Information and Media.The text of this book is set in Baskerville at 12 pt.This book was designed by Pilar Liotta.

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