

Mrs. Eaves

a seductive typeface designed by Žuzana Licko
book designed by Peter Roach



John Baskerville 1757

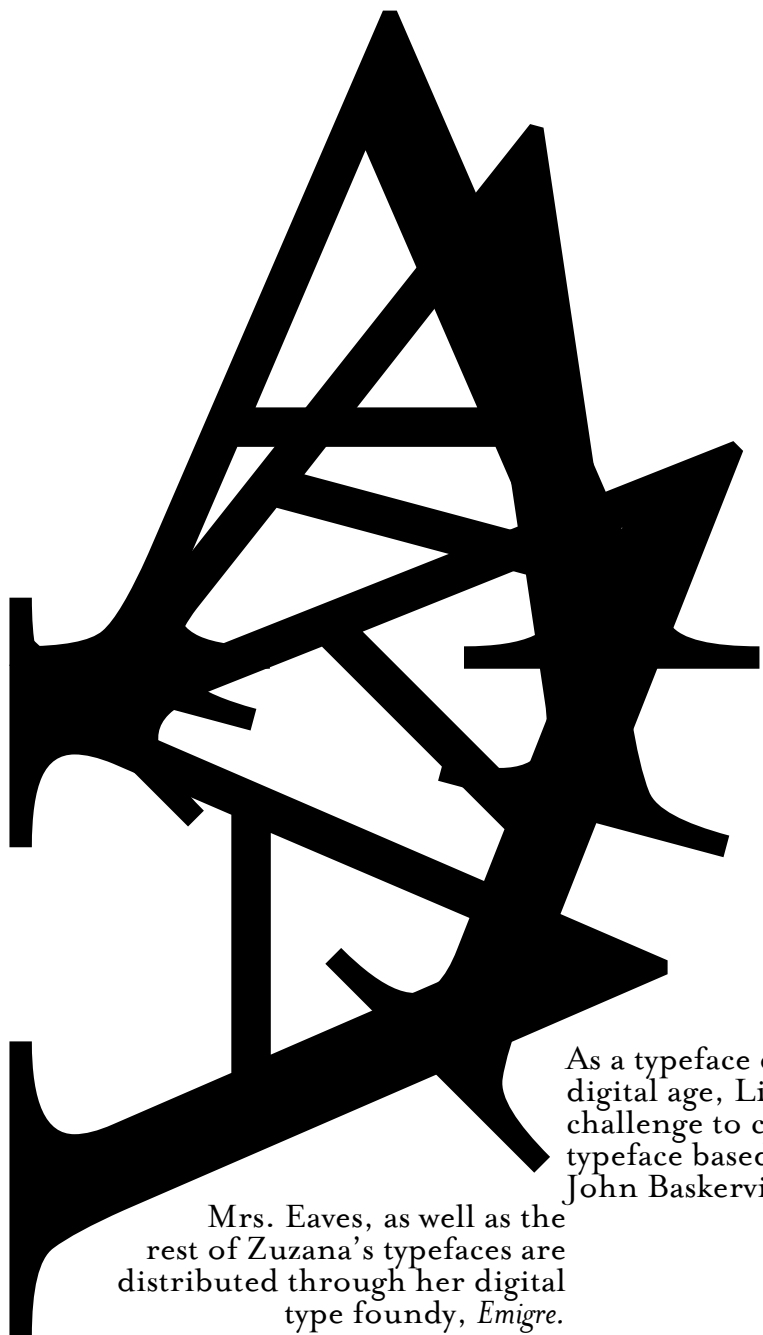
The story of Mrs. Eaves dates back to the 1700's and begins within the mind of typographer, John Baskerville.

A
W A Q O R U
V O B I

*black- Mrs. Eaves
grey- Baskerville*

Sarah
Eaves
as it were,
was
Baskerville's
house-maid.

and
subsequently
his
mistress.

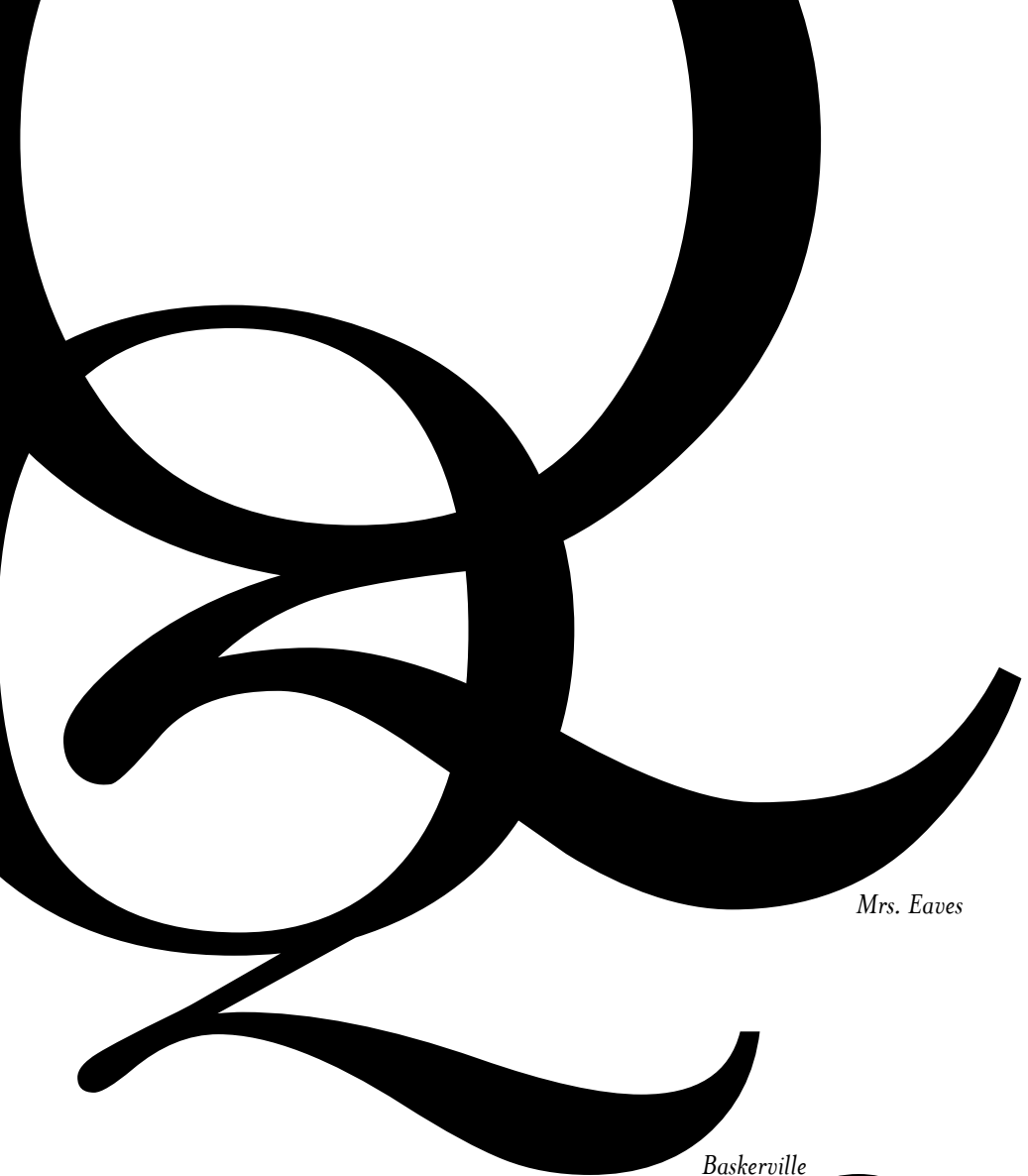


Mrs. Eaves, as well as the rest of Zuzana's typefaces are distributed through her digital type foundy, *Emigre*.

As a typeface designer in a digital age, Licko undertook the challenge to create a traditional typeface based off the work of John Baskerville.

orangutan

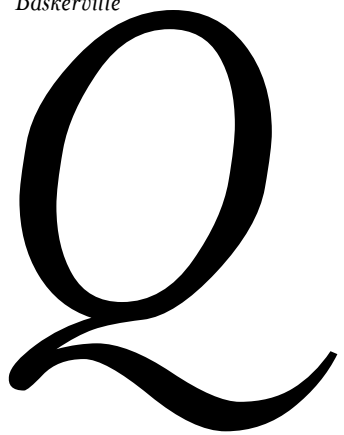
Using Baskerville as a starting point, Zuzana reduced the x-height while keeping the width. With this , she reduced contrast while retaining the overall openness of Baskerville.



Mrs. Eaves

Baskerville

Mrs. Eaves keeps most defining characteristics such as the swooping tail of the Q, although Licko's rendition has larger variation and smoother transition.



Mrs. Eaves italic



Mrs. Eaves

Baskerville

Mrs. Eaves italic

...Same with the lower case g.

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

Of *fall* the
fonts *that*
Emigre *that*
produces,
Mrs. Eaves
has **OUTSOLD**
by them
2fold.

Alphabet (caps and lower case) printed in both
Mrs. Eaves Roman and Mrs. Eaves Italic.