Baskerville (the type face)

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

vertical stress
relatively low contrast

Baskerville is a **transitional type**

old style type
oblique stress
relatively low contrast

modern type
vertical stress
high contrast

"

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.

"

—John Baskerville, preface to Milton, 1758
(Anatomy of a Typeface)
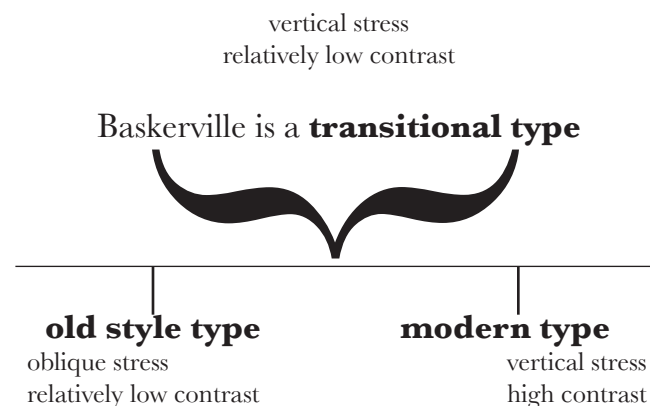
{looks}

use of orthogonal lines

FHTt

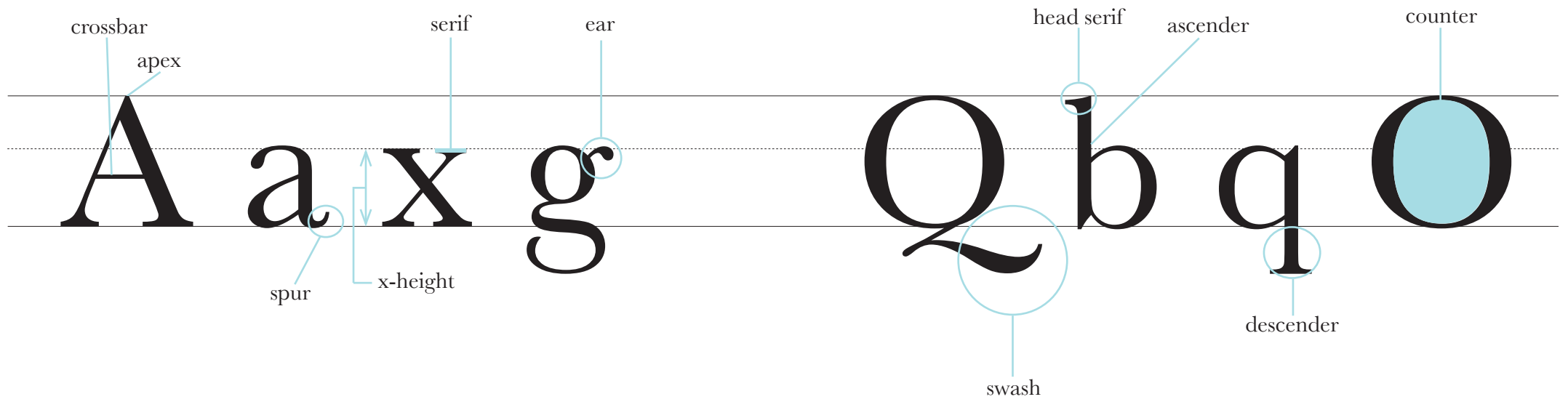use of orthogonal + curvy lines

BDp

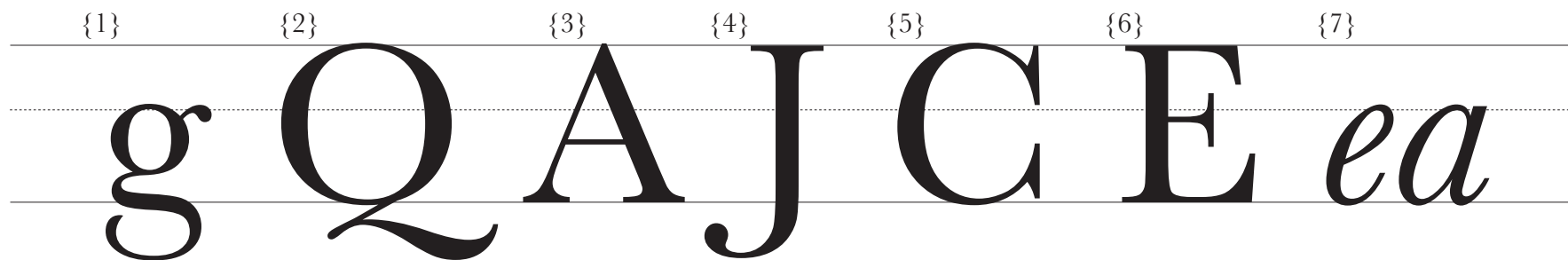use of curvy lines

cOQ

use of diagonal lines

vwXZ

In order to truely appreciate the quialities of Baskerville, one must understand the process of its creation. Being a printer, John Baskerville paid close attention to the technology, creating his own intense black ink. He boiled fine linseed oil to a certain density, dissolved rosin, and let it subside for months before using it. He also studied and invested in presses, resulting in the development of high standards for presses altogether.

The Baskerville type is known for the crisp edges, high contrast and generous proportions. Baskerville is categorized as a transitional typeface in between classical typefaces and the high contrast modern faces.

{*anatomy*}

crossbar   serif   ear   head serif   ascender   counter

apex

A a x g   Q b q O

spur   x-height   descender

swash

{*characteristics*}

{1}　　{2}　　　　{3}　　{4}　　{5}　　　{6}　　　{7}

g Q A J C E *ea*

{1} tail on lower case g does not close
{2} swash-like tail of Q
{4} J well below baseline
{3} high crossbar and pointed apex of A
{5} top and bottom serifs on C
{6} long lower arm of E
{7} small counter of italic *e* compared to italic *a*

{comparison}

Bembo   Baskerville

d

Bembo Baskerville

The head serif of Baskerville is generally more horizontal than that of Bembo.
(e.g. b, d, h, k, l)

There is more contrast between thick and thin strokes in Baskerville.

Baskerville bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstu vwxyz1234567890(.;!?&)

Baskerville italic

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstu vwxyz1234567890(.;!?&)

Baskerville old face

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstu vwxyz1234567890(.;!?&)

The **Met**ropolitan Opera

Better **Homes** and Gardens.

kate spade NEW YORK COMING SOON

ACADEMY AWARD WINNER DENZEL WASHINGTON ACADEMY AWARD WINNER RUSSELL CROWE AMERICAN GANGSTER