

“ Bodoni is a *Modern* typeface with dramatic changes in line widths between the

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B O D O N I

Designed in 1798 by Giambattista Bodoni, an Italian engraver, publisher, printer and typographer. Born in Parma, Italy, he began designing his own typefaces in the 1780's. He was the son of a printer and took an apprenticeship with the Roman Catholic Church in Rome. He printed for the printing house in Regia of Parma in 1768. He was considered to have substantially raised the standard of quality in type design as his designs strived for perfection. Bodoni is a Modern typeface with dramatic changes in line widths between the vertical strokes and horizontal strokes. It is slightly condensed and contains serifs that are highly perpendicular to the main stem and slightly bracketed. This is a departure from "oldstyle" typefaces that have slightly sloped serifs. The typeface in general is considered to be a well-designed marriage of attractive style suitable for display while also

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appearing very clean and professional. The transition to digital type presented something of an issue for the Bodoni typeface, as at small point sizes the contrast between the thick and thin strokes of the font can be hard to read. Bodoni typefaces can suffer from a type of legibility degradation known as "dazzle" which can be resolved by positive tracking and kerning. Many digital adaptations of this typeface stress the hairline strokes even more, making them thinner with more open counters. For these reasons, when processed and printed digitally, Bodoni is usually used in larger point sizes. The high contrast of the typeface makes it bold and interesting to look at. It is often used for displays and headlines. It also carries a professional connotation and has been used for corporate identities such as IBM.

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