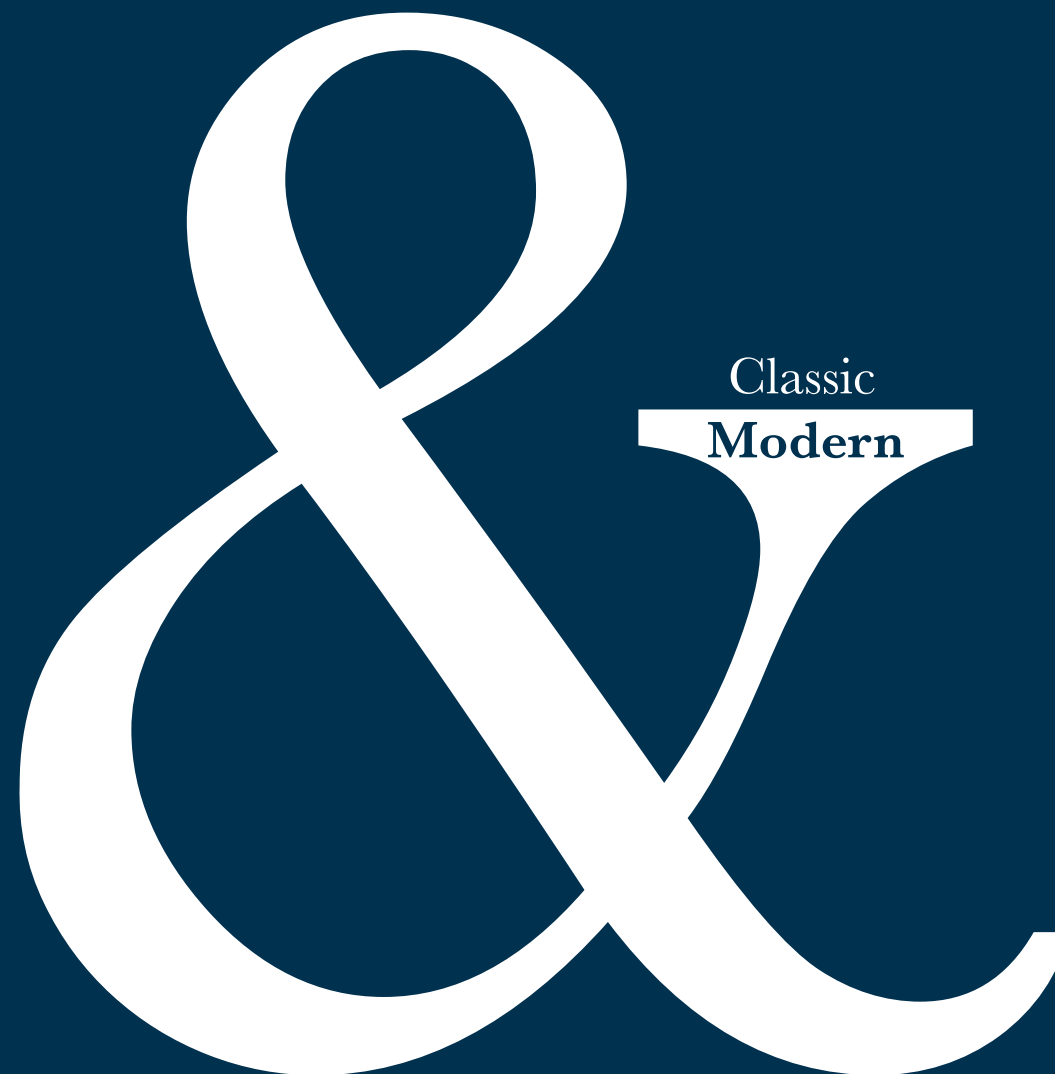


Baskerville

History

Baskerville was designed in 1757 in Birmingham, England, by its namesake, John Baskerville (1706-1775). It was cut into metal for use in printing presses by John Handy. Baskerville was created at a time of transitions. In the visual arts and architecture, Europe was moving from the ornate, asymmetrical designs of the Rococo, toward the Neoclassical style, which emphasized simplicity and symmetry. In the social and political world, Baskerville was made in the heart of the Age of Enlightenment and at the dawn of the Industrial Revolution - a time when scientific discoveries were driving significant commercial and industrial change. Baskerville's design can be seen as a bridge between eras: balancing classic elegance with modern practicality.



Features

Baskerville is classified as a *transitional serif* that comes between “old-style” and “modern” typefaces. The typeface was created as a part of John Baskerville's larger goal to allow for higher quality approaches to industrial book printing. Baskerville's highly modulated strokes included thinner, more refined lines that were made to be carefully printed using quality ink and smooth paper to produce a crisp, high-contrast finish. Notable uses include the 1758 edition of John Milton's *Paradise Lost*, the official word mark for Canada, and the Bang and Olufsen website. As a bridge between eras and styles, Baskerville's connotations are dignified and elegant, without being overly stuffy. Baskerville reads as classic and trustworthy, but modern enough to still be stylish and always up to date.