



Giambattista Bodoni 1740–1813

“A typeface of exceptional  
*elegance*  
created by a stroke of vivid  
*contrast.*”

vertical stress

# Bauer Bodoni

1926

mechanical forms

Giambattista Bodoni was born in Italy in 1740. Mesmerized by typography, Bodoni created a revolutionary type derived from, “the beautiful contrast as between light and shade which comes naturally from any writing done with a well cut pen held properly in the hand.” Bodoni did not use ornament with his type, letting the quiet beauty of the typography adorn the page.

After his death in 1813, his widow published his utmost accomplishment, the two-volume *MANUALE TIPOGRAFICO*.

A renewed interest in Bodoni type first occurred in 1901, by a type foundry in Italy called Nebiolo. In 1923, Giovanni Mardersteig created the Officina Bodoni in Switzerland. This influenced a new cutting of the Bodoni type by the Bauer Type Foundry of Frankfurt. The Bauer version of Bodoni comes closest to the original Bodoni. The most common use for Bodoni in modern times is in newspapers and display typography.

Bodoni is characterized by an extreme contrast of thick to thin strokes. The letterforms also contain bracketed serifs and a vertical stress. Ball ears on the letterforms are common, and serifs can be varied from ascender to vertical. Bodoni comes in a range of widths that include book, roman, italic, and bold form. Bauer Bodoni also contains an extra bold version as well.

hairline serifs