

Baskerville

SPOTTING BASKERVILLE

b g y
Q C J

- Vertical weight stress
- Loop of **g** does not close
- **y** has a small ball terminal
- Large tail on **Q**
- **C** has top and bottom serifs
- **J** descends below baseline

ETYMOLOGY

John Baskerville/Many modern founders
Cut by John Baskerville circa 1750

FAMILY

Three weights with corresponding italics.

FONT FACTS

Baskerville's contemporaries rebuked his type as being too light. Some even believed that reading it would cause blindness. Benjamin Franklin, however, liked the Baskerville types and purchased several fonts of type from the Birmingham printer.

John Baskerville was an atheist and was buried in a mausoleum he had erected on his own grounds.

Linex Sans

SPOTTING LINEX SANS

O E G
e a m

- Strong stroke weight contrast
- Horizontal angled terminals
- **G** has no crossbar
- **e** is clipped at crossbar
- Cursive italic
- Right baseline serifs in italic lowercase

ETYMOLOGY

Drawn by Albert Boton in 2003

FAMILY

Three weights with corresponding italics.

FONT FACTS

Albert Boton began his professional career as carpenter.

Linex Sans is a mix of crisp angles and supple shapes. Linex Sweet, a softer design by Boton pre-dates this family. Subtle calligraphic overtones also distinguish the design from more traditional sans serif designs.

Linex Sans™

**Computers
are useless.
They can
only give you
answers.**

*Pablo Picasso
(1881–1973)
Spanish painter*

Baskerville™

**We don't see
things as
they are, we
see things as
we are.**

*Anais Nin
(1903–1977)
US (French-born)
author & diarist*