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Diotima®

BEST PRACTICES



Diotima Classic Regular and Bold are distinctive – and still highly legible at text sizes. Diotima Classic Light can also be an excellent choice for short blocks of text copy. It, and the Bold and Heavy weights, create striking headlines.

FOUNDRY

Linotype

DESIGNER

Gudrun Zapf von Hesse
Akira Kobayashi

CLASSIFICATION

Didone

FAMILY

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Diotima Classic is a four-weight family – each with a complementary Italic design.

a window on his inner life
SUCCESSION
a highly regarded post
betrothal
Heir to Antoninus Pius (138–145)

ROOTS



Gudrun Zapf von Hesse began the design of the original Diotima, in 1939 when she was a bookbinder. The design was released as a family of metal typeface for hand setting by D. Stempel AG between 1951 and 1953. In 2008, Akira Kobayashi, Linotype's type director, and von Hesse collaborated to revive and reinterpret Diotima for both text and display typography. The result is Diotima Classic.

FONT FACTS



- Von Hesse's handwriting served as the basis for the italic designs.
- Diotima is a term from ancient Greece, and translates to “honored by God.”
- Diotima Classic's letterforms are more harmonious and well-balanced than the original design.

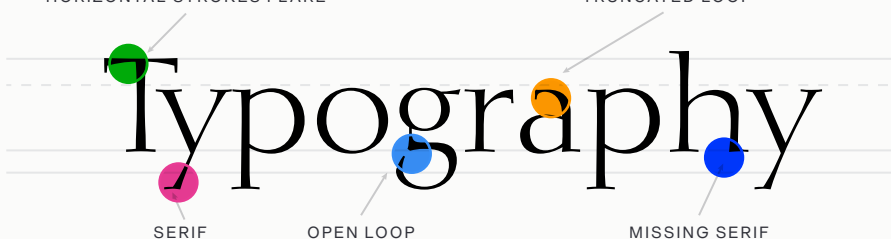
LEGIBILITY



While decorative, the characters in Diotima Classic are highly legible in both text and display sizes, on screen and in hardcopy.

HORIZONTAL STROKES FLARE

TRUNCATED LOOP



SERIF

OPEN LOOP

MISSING SERIF

HOW TO SPOT



g Open loop in lowercase g
l Right facing baseline serif on lowercase l
N Missing top serif on cap N
h m n Missing inside baseline serif on h, m and n

ALTERNATE CHOICES



Carmina® BT
Mantika™
Popvlvs™
Visage LP™

PERFECT PAIRINGS



Avenir® Next
Futura® Now
Helvetica® Now
Trade Gothic® Next

