

Bodoni

FOUNDRY

Bitstream, Linotype, International Typeface Corporation, Monotype, and several others

DESIGNER

Giambattista Bodoni and many others

CLASSIFICATION

Neoclassical Serif



WHY BODONI



- Bodoni's high contrast of thick and thin strokes, refined curves and sharp serifs create striking visual impact.
- The Bodoni typestyle is a staple of elegant graphic communication. It shines in editorial design, branding, and advertising, evoking a sense of luxury and tradition. The meticulous craftsmanship evident in Bodoni's original letterforms ensure its place as a classic of typographic design.

ANCESTRY



- Designed by Giambattista Bodoni in the late 18th century, his designs have been widely replicated and interpreted many times. The original Bodoni designs, however, remain, challenging to replicate. This is because Bodoni created over 140 Roman fonts with italic counterparts, each featuring signature design traits adjusted for various sizes and applications.
- The first modern revival was by Morris Fuller Benton for the American Type Founders Company (ATF) in 1910. Drawing on the best qualities from Bodoni's printed works. This revival was not a direct copy but an interpretation of Bodoni's distinctive style.
- Fonts produced in the early 20th century often featured harsh serifs that diverged from Bodoni's softer, friendlier designs – and rarely captured the essence of his original italics. Later phototype versions either copied metal fonts or attempted – without much success – to interpret Bodoni's original designs.
- Recently, new interpretations of Bodoni's original work have emerged from International Typeface Corporation, Linotype, and Monotype, marking significant advancements in the revivals of his work.



Ba

LINOTYPE

Ba

LINOTYPE GIANOTTEN

Ba

ITC BODONI TWELVE

Ba

MONOTYPE

Ba

ITC BODONI SEVENTYTWO

PAIRING BODONI



- Humanistic sans serif designs like [Frutiger® Next](#) or [ITC Legacy® Sans](#) provide an excellent visual counterpoint to Bodoni.
- Geometric sans, such as [Futura® Next](#) and [ITC Avant Garde Gothic](#), also make for dynamic contrasting pairings with any Bodoni font.
- Serif designs can also be powerful pairing partners. Look to designs like [ITC Charter®](#) and [Neue Swift®](#).

CLASSIC FACTS



- Bodoni once confided to a friend that he agonized more than six months and produced thousands of trial proofs in the process of choosing just the right type for the title page on one of his books!
- Giambattista Bodoni was clearly a perfectionist – but he was also pragmatic. Research into his original metal punches reveal that he used the punch for the number 6, upside-down, to produce type for the number 9. Current type designers realize that these are two different characters with subtle stroke-weight differences.

FAMILY



Linotype Gianotten Light* SC

Linotype Gianotten Light

Linotype Gianotten Regular

Linotype Gianotten Medium

Linotype Gianotten Bold

Linotype Gianotten Heavy

Linotype Gianotten Black

Linotype Gianotten Light Italic

Linotype Gianotten Italic

Linotype Gianotten Medium Italic

Linotype Gianotten Bold Italic

Linotype Gianotten Heavy Italic

*While Linotype Gianotten is named after a Dutch typographer (go figure), the designs are based on fonts Bodoni cut specifically for text sizes.



Distinctive ITC Bodoni Characters

Display Heads

ITC Bodoni Seventytwo

Text Copy

ITC Bodoni Twelve



The MyFonts store from Monotype offers more than 130,000 desktop and Web font products for you to preview, purchase and download. You can also learn about new typeface releases and discover typographic tips and techniques.

N° 002 | 100



Buy



Link

Copyright

2025

