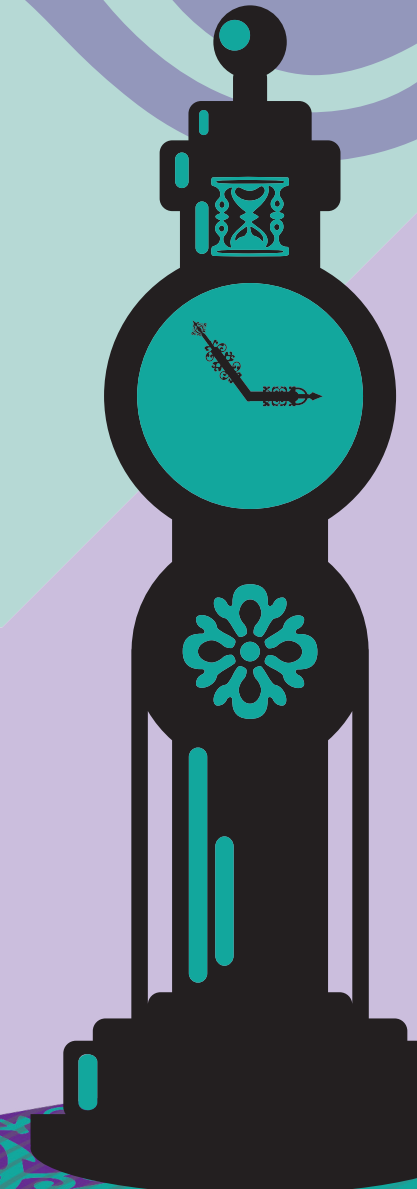


William Caslon

In the late 17th century the scientific revolution had already been in motion full force. Many technologies had already been invented such as the steam engine and the printing press. The rise of technology to simplify everyday labor and mass production paved away new industries into the modern world. In 1692, an English boy was born who would forever change the

way we see and use typography—his name was William Caslon. Caslon was born in Cradley, Worcestershire, just west of Birmingham England. Early in his career, Caslon started as an apprentice under an engraver who worked with gunlocks and barrels. There Caslon learned how to operate machinery and the finite detailing of precision engraving.

17th century
Baroque
Rococo



The Beginning of an Era

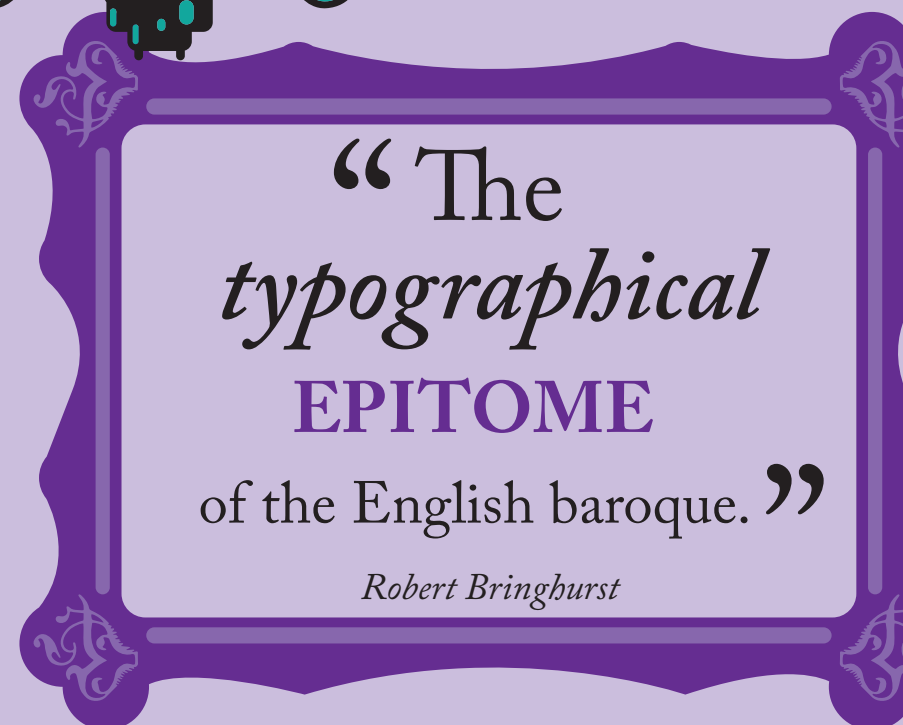
William Caslon went on and started his own business after leaving his apprenticeship. In 1716, Caslon opened an engraving shop in London and began making tools for book binding and silver chasers which is a type of engraving specialize on jewelry, dinnerware, tools, and weaponry. Later in 1720-21, the *Society for Promoting Christian Knowledge* commissioned Caslon to cast Arabic alphabets in English, which would be used to print psalter—the book of Psalms, and the new testament from the Holy Bible. Upon his success Caslon was then sought after by William Bowyer a successful newspaper printer to create a Roman, Italic, and Hebrew typeface for Bowyer's press.



The Declaration of Independence
The Holy Bible

This new font was inspired by the Dutch Baroque styles at the time which was elegant, classy, and clear. The new font sizes would standardize fonts up until today as point size 12. Caslon created in all 14 different sizes for the new font in roman style and italic style. This new typeface was later named after Caslon himself as the Caslon Font Family. Caslon then found a type foundry firm to distribute his font types to the entire country.

The Caslon Font was used in newspapers in England and throughout the century. Books and newspapers in England and America after the 1730's were all printed under this font. Some famous examples which used the Caslon font is



The Legacy

America's Declaration of Independence. In 1764 William Caslon I passed on his legacy to his son William Caslon II to run the business. Caslon II was born in 1720 and was taught directly under his father to run the firm. Caslon II never took on another font but carried the business successfully throughout the times. After Caslon II died in 1788 the business was sold and profits spread to the heirs.

William Caslon I died on January 23rd, 1788 and was buried in the churchyard

of St. Luke Old Street, London. Caslon lived a comfortable life and never created another font type after his success of the Caslon font.

Today Caslon font families are still in use and can be described as a founding father font to the modern world. Roman style, italic, bold, etc. Caslon font families are a complete set. Typography in the printing world was forever changed as the Caslon Fonts set a standard for the digital industry and onto today in the digital

Widely used
in books



M
A
O
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V
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α

Q
J
D
P
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&
Z
K

“
When in
doubt,
use
CASLON.
”

William Caslon

Caslon Typeface

The Caslon font family originally consisted of two types of styles, the Roman style and the Italic style. William Caslon I had not invented the Bold style but will appear later in 1905 because of the growing movements of arts and craft. Other styles soon joined the Caslon Font Family later in the 1960's and 1970's such as Caslon BT and Caslon Classico. Caslon's original typeface consisted of all the letters

of the English alphabet, including all nine digits, and special characters. Caslon typeface was standard for a very long time and one of the biggest fans were non other than Benjamin Franklin. A scientist and one of the founding fathers of the United States of America, Franklin was also a printer and he liked the fonts made by William Caslon so much that he hardly ever used any other typeface.



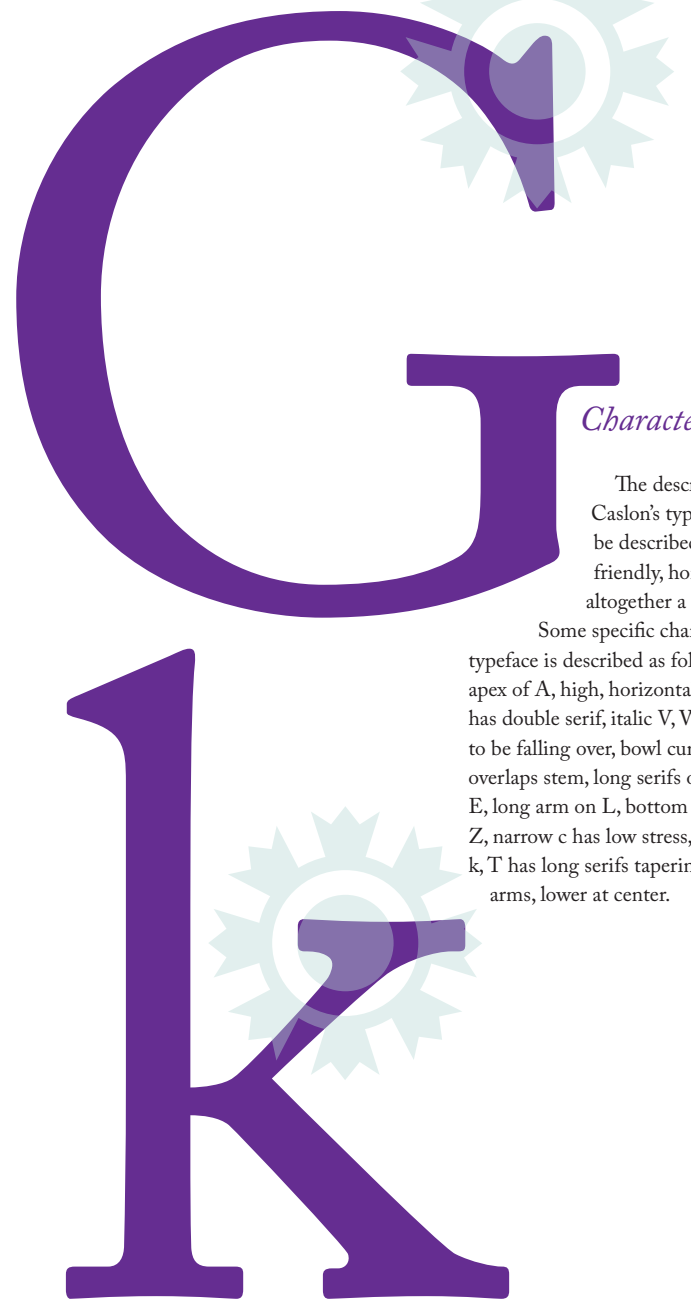
Roman



Bold



Italic



Characteristics

The description of Caslon's typeface is can be described as versatile, friendly, homey quality, altogether a pleasing aspect.

Some specific characteristics of the typeface is described as follows: cropped apex of A, high, horizontal crossbar of c, C has double serif, italic V, W, A may appear to be falling over, bowl curve of italic p overlaps stem, long serifs on middle arm of E, long arm on L, bottom arm longer on Z, narrow c has low stress, large loop on k, T has long serifs tapering out from thin arms, lower at center.

classic formal



A
Founding
Father



A
Founding
Father

