## Caslon Ionic

Bolder and more robust than the modern, yet lighter and more refined than the Egyptian, the Ionic with its bracketed serif was another innovation of the nineteenth century. Perfect for both text and display, with its large x-height and wide capitals, it is a characterful face perfect for screen and print. Caslon introduced the style in the early 1840s, one where an Egyptian style was given bracketing and greater contrast, before the more famed and similar Clarendon appeared from Thorowgood. In the 1850s Caslon introduced Ionic No. 2, with a text version in the 1860s, which is the model for this new version. This face, dealt with the worsening printing conditions of its time, became the archetype from which multiple newspaper faces were derived in the twentieth century. From this single source, an italic and multiple weights have been added to this new version, ideal for all number of applications.

**DESIGNED BY**PAUL BARNES
GREG GAZDOWICZ

PUBLISHED 2019

10 STYLES 5 WEIGHTS W/ ITALICS

#### FEATURES

PROPORTIONAL/TABULAR LINING FIGURES FRACTIONS (PREBUILT AND ARBITRARY) SUPERSCRIPT/SUBSCRIPT/ORDINALS SMALL CAPS (ROMAN & ITALIC) STYLISTIC ALTERNATES Caslon Ionic 2 of 26

Caslon Ionic Regular Italic
Caslon Ionic Medium
Caslon Ionic Medium Italic
Caslon Ionic Medium Italic
Caslon Ionic Bold
Caslon Ionic Bold Italic
Caslon Ionic Extrabold
Caslon Ionic Extrabold
Antique No. 6 Bold
Antique No. 6 Bold Italic

### Manchester Trilogy Manchester Trilogy

CASLON IONIC BOLD & BOLD ITALIC, 16 PT

### Manchester Trilogy Manchester Trilogy

ANTIQUE NO. 6 BOLD & BOLD ITALIC. 16 PT

When Caslon made Ionic No. 2 in the second half of the nineteenth century, foundries did not make bold versions of their seriffed forms. Instead they matched faces with bolder egyptians and clarendon forms, and put them on the same body size. These were typically used in timetables and dictionaries. In the twentieth century this practice died out as foundries made companion bold designs. Caslon Ionic as well as its own bold, has an alternative bold, a separate design, Antique No. 6. Originally produced by Figgins in the 1870s, it has been resized to have the same cap height as Caslon Ionic to allow them to seamlessly work together.

Caslon Ionic 3 of 26

# SECURITY Construção

CASLON IONIC REGULAR, 70 PT

# REQUESTS Adjustment

CASLON IONIC REGULAR ITALIC, 70 PT

# ESPACIAL Institution

CASLON IONIC MEDIUM, 70 PT

# SYSTEMIC Zawiązano

CASLON IONIC MEDIUM ITALIC, 70 PT

Caslon Ionic 4 of 26

# CENTRED Monetarily

CASLON IONIC BOLD, 70 PT

# TRIPLING Masnahme

CASLON IONIC BOLD ITALIC, 70 PT

# HONOURS Președinte

CASLON IONIC EXTRABOLD, 70 PT

# NÄKYVÄN Specialise

CASLON IONIC EXTRABOLD ITALIC, 70 PT

Caslon Ionic 5 of 26

## PHOENIX Hesitating

ANTIQUE NO. 6 BOLD, 70 PT

# EIVIBÆTTT Negotiator

ANTIQUE NO. 6 BOLD ITALIC, 70 PT

Caslon Ionic 6 of 26

### Park Conservancies SMOKE & MIRROR La Riviera Dei Fiori

CASLON IONIC REGULAR, REGULAR ITALIC, 40 PT

### Financial regulator HOOGSTE KLASSE Greatly outnumbers

CASLON IONIC MEDIUM, MEDIUM ITALIC, 40 PT

### Virtuoso capability RARE MILLWORK Over 175 specialists

CASLON IONIC BOLD, BOLD ITALIC, 40 PT

### Quatre fédérations KÖKLÜ REKABET Data anonymising

CASLON IONIC EXTRABOLD, EXTRABOLD ITALIC, 40 PT

Caslon Ionic 7 of 26

### Urban renovations COMPLEX STEEL Eine Fußballverein

ANTIQUE NO. 6 BOLD, BOLD ITALIC, 40 PT

Caslon Ionic 8 of 26

Virtuosic displays of vocal agility RAUHASSA 1300-LUVULLA OLI Groundbreaking ballet-pantomime

CASLON IONIC REGULAR, REGULAR ITALIC, 24 PT

Allegory of struggles for freedom THE MOST FAMOUS CARNIVAL Römischem Einfluss unterworfen

CASLON IONIC MEDIUM, MEDIUM ITALIC, 24 PT

Exceedingly colourful tradition DIVIZIUNE ADMINISTRATIVĂ Built the regulatory framework

CASLON IONIC BOLD, BOLD ITALIC, 24 PT [ALTERNATE t, ITALIC g]

Os vários dias de manifestações NEW CULTURAL INITIATIVE Both real or complex variables

CASLON IONIC EXTRABOLD, EXTRABOLD ITALIC, 24 PT

An intellectual property debate ARCHITECTONICAL VALUES Denne artikel omfatter navne og

ANTIQUE NO. 6 BOLD, BOLD ITALIC, 24 PT

Caslon Ionic 9 of 26

PROMINENT & UNUSUAL MINERAL CONSTITUENTS
The properties are all related to Weimar as a centre of the
ABILE STRATEGIA PERMISE AL CASATO DEI CANOSSA
Land endorsement deals & amassing social media followings
CASLON IONIC REGULAR, REGULAR ITALIC, 14 PT

DISINTERESTED IN PONDERING THE PARTICULARS
The Metamorphosis of Plants was published in mid-1788
BORN TO A FAMILY OF MANY MASTER CARPENTERS
Blev udnævnt til dronning og derefter til storhertuginde

CASLON IONIC MEDIUM, MEDIUM ITALIC, 14 PT [ALTERNATE t, ITALIC g]

SCHIST'S INFLUENTIAL MECHANICAL BEHAVIOUR Größten Ausdehnung um das Jahr 1050 erstreckte sich ORIGINS OF THE DYE'S NAME CAN BE TRACED BACK A sweeping, double flight staircase dominates the entry CASLON IONIC BOLD, BOLD ITALIC, 14 PT

IL-KITBIET TIEGHU MA ĠEWX APPREZZATI U HU Over 17 years after Herschel's work with gold printing HERODOTUS MENTIONS MANY SIMILAR CUSTOMS Made a colloidal suspension of nanoparticles of gold

CASLON IONIC EXTRABOLD, EXTRABOLD ITALIC, 14 PT

NOTED IN THE DOMESDAY BOOK SURVEY OF 1086 A vogue, 20th-century inter-war Baroque revival style MGA AKDA NIYA AY SUMASAKLAW SA LARANGAN The vernacular native term is without Latin equivalent

ANTIQUE NO. 6 BOLD, BOLD ITALIC, 14 PT [ALTERNATE ITALIC v s]

Caslon Ionic 10 of 26

### Accomplishments

CASLON IONIC REGULAR, 45 PT

### Szövetségeseinek

CASLON IONIC MEDIUM, 45 PT

### **Transformations**

CASLONIONIC BOLD, 45 PT

### Autobiographial

CASLON IONIC EXTRABOLD, 45 PT

### Dramaturgically

ANTIQUE NO. 6 BOLD, 45 PT

Caslon Ionic 11 of 26

### Sedimentologically

CASLON IONIC REGULAR ITALIC, 45 PT

### Trojúhelníkových

CASLON IONIC MEDIUM ITALIC, 45 PT

### Reincorporating

CASLON IONIC BOLD ITALIC, 45 PT

### Contemporaries

CASLON IONIC EXTRABOLD ITALIC, 45 PT

### Verhältnismäßig

ANTIQUE NO. 6 BOLD ITALIC, 45 PT

Caslon Ionic 12 of 26

CASLON IONIC REGULAR, REGULAR ITALIC, SEMIBOLD, 16/20 PT

REGULAR SMALL CAPS

REGULAR

SEMIBOLD

PROPORTIONAL LINING FIGURES

ITALIC

SEMIBOLD

ITALIC

THE SPANISH WAR, which began in 1739, and the French war which soon followed it occasioned further increase of the debt, which, on the 31st of December 1748, after it had been concluded by the Treaty of Aix-la-Chapelle, amounted to £78,293,313. The most profound peace of the seventeen years of continuance had taken no more than £8,328,354. from it. A war of less than nine years' continuance added £31,338,689 to it (Refer to James Postlethwaite's *History of the Public Revenue*). During the administration of Mr. Pelham, the interest of the public debt was reduced from 4% to 3%; or at least measures were taken for reducing it, from four to three per cent: the sinking fund was increased, and some part of the public debt was paid off. In 1755, before the breaking out of the late war, the funded debt of Great Britain amounted to £72,289,673. On the 5th of January 1763, at the conclusion of the peace, the funded debt amounted to £122,603,336. The unfunded debt has been stated at £13,927,589. But the expense occasioned by the war did not end with the conclusion of the peace, so that though, on the 5th of January 1764, the funded debt was increased (partly by a new loan, and partly by funding a part of the unfunded debt) to £129,586,782, there still remained (according to the very well informed author of Considerations on the Trade and Finances of Great Britain) an unfunded debt which was

Caslon Ionic 13 of 26

ANTIQUE NO. 6 BOLD, BOLD ITALIC, 16/20 PT

BOLD SMALL CAPS

BOLD

PROPORTIONAL LINING FIGURES

**BOLD ITALIC** 

THE SPANISH WAR, which began in 1739, and the French war which soon followed it occasioned further increase of the debt, which, on the 31st of December 1748, after it had been concluded by the Treaty of Aix-la-Chapelle, amounted to £78,293,313. The most profound peace of the seventeen years of continuance had taken no more than £8,328,354. from it. A war of less than nine years' continuance added £31,338,689 to it (Refer to James Postlethwaite's *History of the Public* Revenue). During the administration of Mr. Pelham, the interest of the public debt was reduced from 4% to 3%; or at least measures were taken for reducing it, from four to three per cent; the sinking fund was increased, and some part of the public debt was paid off. In 1755, before the breaking out of the late war, the funded debt of Great Britain amounted to £72,289,673. On the 5th of January 1763, at the conclusion of the peace, the funded debt amounted to £122,603,336. The unfunded debt has been stated at £13,927,589. But the expense occasioned by the war did not end with the conclusion of the peace, so that though, on the 5th of January 1764, the funded debt was increased (partly by a new loan, and partly by funding a part of the un-

funded debt) to £129,586,782, there still remained (according to the very well informed author of *Considerations on the Trade and* 

Finances of Great Britain) an unfunded debt

BOLD ITALIC

Caslon Ionic 14 of 26

CASLON IONIC REGULAR, REGULAR ITALIC, BOLD, 10/13 PT

CASLON IONIC MEDIUM, MEDIUM ITALIC, EXTRABOLD, 10/13 PT

EVERY INTRODUCTION to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack—the *general*, *philosophical*, *deductive*, which starts from a complete metaphysics and installs beauty in its place among the other great concepts; and the *empirical*, or *inductive*, which seeks to disengage a general principle of beauty from the objects of aesthetic experience and the facts of aesthetic enjoyment: an example of Fechner's "aesthetics from above and from below."

#### **Methodologies of Aesthetics**

The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenthcentury philosopher, Baumgarten, to round out his "architectonic" of metaphysics that the science received its name, as designating the theory of knowledge in the form of feeling, parallel to that of "clear," logical thought. Kant, Schelling, and Hegel, again, made use of the concept of the Beautiful as a kind of keystone or cornice for their respective philosophical edifices. Aesthetics, then, came into being as the philosophy of the Beautiful, and it may be asked why this philosophical aesthetics does not suffice; why beauty should need for its understanding also an aesthetics "von unten."

### The State of Criticism

The answer is not that no system of philosophy is universally accepted, but that the general aesthetic theories have not, as yet at least, succeeded in answering the plain questions of "the plain man" in regard to concrete beauty. Kant, indeed, frankly denied that the explanation of concrete beauty, or "Doctrine of Taste,"

EVERY INTRODUCTION to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack—the *general*, *philosophical*, *deductive*, which starts from a complete metaphysics and installs beauty in its place among the other great concepts; and the *empirical*, or *inductive*, which seeks to disengage a general principle of beauty from the objects of aesthetic experience and the facts of aesthetic enjoyment: an example of Fechner's "aesthetics from above and from below."

#### **Methodologies of Aesthetics**

The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenthcentury philosopher, Baumgarten, to round out his "architectonic" of metaphysics that the science received its name, as designating the theory of knowledge in the form of feeling, parallel to that of "clear," logical thought. Kant, Schelling, and Hegel, again, made use of the concept of the Beautiful as a kind of keystone or cornice for their respective philosophical edifices. Aesthetics, then, came into being as the philosophy of the Beautiful, and it may be asked why this philosophical aesthetics does not suffice; why beauty should need for its understanding also an aesthetics "von unten."

### The State of Criticism

The answer is not that no system of philosophy is universally accepted, but that the general aesthetic theories have not, as yet at least, succeeded in answering the plain questions of "the plain man" in regard to concrete beauty. Kant, indeed, frankly denied that the explanation of concrete beauty, or "Doctrine of Taste," as he called it, was

Caslon Ionic 15 of 26

CASLON IONIC REGULAR, REGULAR ITALIC, BOLD, 10/13 PT

EVERY INTRODUCTION to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack—the *general*, *philosophical*, *deductive*, which starts from a complete metaphysics and installs beauty in its place among the other great concepts; and the *empirical*, or *inductive*, which seeks to disengage a general principle of beauty from the objects of aesthetic experience and the facts of aesthetic enjoyment: an example of Fechner's "aesthetics from above and from below."

#### **Methodologies of Aesthetics**

The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenthcentury philosopher, Baumgarten, to round out his "architectonic" of metaphysics that the science received its name, as designating the theory of knowledge in the form of feeling, parallel to that of "clear," logical thought. Kant, Schelling, and Hegel, again, made use of the concept of the Beautiful as a kind of keystone or cornice for their respective philosophical edifices. Aesthetics, then, came into being as the philosophy of the Beautiful, and it may be asked why this philosophical aesthetics does not suffice; why beauty should need for its understanding also an aesthetics "von unten."

### The State of Criticism

The answer is not that no system of philosophy is universally accepted, but that the general aesthetic theories have not, as yet at least, succeeded in answering the plain questions of "the plain man" in regard to concrete beauty. Kant, indeed, frankly denied that the explanation of concrete beauty, or "Doctrine of Taste,"

CASLON IONIC REGULAR, REGULAR ITALIC, ANTIQUE NO. 6 BOLD, 10/13 PT

EVERY INTRODUCTION to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack—the *general*, *philosophical*, *deductive*, which starts from a complete metaphysics and installs beauty in its place among the other great concepts; and the *empirical*, or *inductive*, which seeks to disengage a general principle of beauty from the objects of aesthetic experience and the facts of aesthetic enjoyment: an example of Fechner's "aesthetics from above and from below."

#### **Methodologies of Aesthetics**

The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenthcentury philosopher, Baumgarten, to round out his "architectonic" of metaphysics that the science received its name, as designating the theory of knowledge in the form of feeling, parallel to that of "clear," logical thought. Kant, Schelling, and Hegel, again, made use of the concept of the Beautiful as a kind of keystone or cornice for their respective philosophical edifices. Aesthetics, then, came into being as the philosophy of the Beautiful, and it may be asked why this philosophical aesthetics does not suffice; why beauty should need for its understanding also an aesthetics "von unten."

#### The State of Criticism

The answer is not that no system of philosophy is universally accepted, but that the general aesthetic theories have not, as yet at least, succeeded in answering the plain questions of "the plain man" in regard to concrete beauty. Kant, indeed, frankly denied that the explanation of concrete beauty, or "Doctrine of Taste,"

Caslon Ionic 16 of 26

CASLON IONIC BOLD, BOLD ITALIC, ANTIQUE NO. 6 BOLD, 10/13 PT

CASLON IONIC EXTRABOLD, EXTRABOLD ITALIC, 10/13 PT

EVERY INTRODUCTION to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack—the general, philosophical, deductive, which starts from a complete metaphysics and installs beauty in its place among the other great concepts; and the empirical, or inductive, which seeks to disengage a general principle of beauty from the objects of aesthetic experience and the facts of aesthetic enjoyment: an example of Fechner's "aesthetics from above and from below."

METHODOLOGIES OF AESTHETICS The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenthcentury philosopher, Baumgarten, to round out his "architectonic" of metaphysics that the science received its name, as designating the theory of knowledge in the form of feeling, parallel to that of "clear," logical thought. Kant, Schelling, and Hegel, again, made use of the concept of the Beautiful as a kind of keystone or cornice for their respective philosophical edifices. Aesthetics, then, came into being as the philosophy of the Beautiful, and it may be asked why this philosophical aesthetics does not suffice; why beauty should need for its understanding also an aesthetics "von unten." The answer is not that no system of philosophy is universally accepted, but that the general aesthetic theories have not, as yet at least, succeeded in answering the plain questions of "the plain man" in regard to concrete beauty. Kant, indeed, frankly denied that the explanation of concrete beauty, or "Doctrine of Taste," as he called it, was possible, while the various definers of beauty as EVERY INTRODUCTION to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack—the general, philosophical, deductive, which starts from a complete metaphysics and installs beauty in its place among the other great concepts; and the empirical, or inductive, which seeks to disengage a general principle of beauty from the objects of aesthetic experience and the facts of aesthetic enjoyment: an example of Fechner's "aesthetics from above and from below."

METHODOLOGIES OF AESTHETICS The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenthcentury philosopher, Baumgarten, to round out his "architectonic" of

ANTIQUE NO. 6 BOLD, BOLD ITALIC, 10/13 PT

EVERY INTRODUCTION to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack—the general, philosophical, deductive, which starts from a complete metaphysics and installs beauty in its place among the other great concepts; and the empirical, or inductive, which seeks to disengage a general principle of beauty from the objects of aesthetic experience and the facts of aesthetic enjoyment: an example of Fechner's "aesthetics from above and from below."

METHODOLOGIES OF AESTHETICS The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenthcentury philosopher, Baumgarten, to round out his "architectonic" of Caslon Ionic 17 of 26

CASLON IONIC REGULAR, REGULAR ITALIC, BOLD, 9/12 PT

CASLON IONIC MEDIUM, MEDIUM ITALIC, EXTRABOLD, 9/12 PT

EVERY INTRODUCTION to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack—the *general*, *philosophical*, *deductive*, which starts from a complete metaphysics and installs beauty in its place among the other great concepts; and the *empirical*, or *inductive*, which seeks to disengage a general principle of beauty from the objects of aesthetic experience and the facts of aesthetic enjoyment: an example of Fechner's "aesthetics from above and from below."

#### **Methodologies of Aesthetics**

The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenth-century philosopher, Baumgarten, to round out his "architectonic" of metaphysics that the science received its name, as designating the theory of knowledge in the form of feeling, parallel to that of "clear," logical thought. Kant, Schelling, and Hegel, again, made use of the concept of the Beautiful as a kind of keystone or cornice for their respective philosophical edifices. Aesthetics, then, came into being as the philosophy of the Beautiful, and it may be asked why this philosophical aesthetics does not suffice; why beauty should need for its understanding also an aesthetics "von unten."

#### The State of Criticism

The answer is not that no system of philosophy is universally accepted, but that the general aesthetic theories have not, as yet at least, succeeded in answering the plain questions of "the plain man" in regard to concrete beauty. Kant, indeed, frankly denied that the explanation of concrete beauty, or "Doctrine of Taste," as he called it, was possible, while the various definers of beauty as "the union of the Real and the Ideal" "the expression of the Ideal to Sense," have done no more than he. No one of these aesthetic systems, in spite of volumes of so-called application of their principles to works

EVERY INTRODUCTION to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack—the *general*, *philosophical*, *deductive*, which starts from a complete metaphysics and installs beauty in its place among the other great concepts; and the *empirical*, or *inductive*, which seeks to disengage a general principle of beauty from the objects of aesthetic experience and the facts of aesthetic enjoyment: an example of Fechner's "aesthetics from above and from below."

#### **Methodologies of Aesthetics**

The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenth-century philosopher, Baumgarten, to round out his "architectonic" of metaphysics that the science received its name, as designating the theory of knowledge in the form of feeling, parallel to that of "clear," logical thought. Kant, Schelling, and Hegel, again, made use of the concept of the Beautiful as a kind of keystone or cornice for their respective philosophical edifices. Aesthetics, then, came into being as the philosophy of the Beautiful, and it may be asked why this philosophical aesthetics does not suffice; why beauty should need for its understanding also an aesthetics "von unten."

#### The State of Criticism

The answer is not that no system of philosophy is universally accepted, but that the general aesthetic theories have not, as yet at least, succeeded in answering the plain questions of "the plain man" in regard to concrete beauty. Kant, indeed, frankly denied that the explanation of concrete beauty, or "Doctrine of Taste," as he called it, was possible, while the various definers of beauty as "the union of the Real and the Ideal" "the expression of the Ideal to Sense," have done no more than he. No one of these aesthetic systems, in spite of volumes of so-called application of their principles to works

Caslon Ionic 18 of 26

CASLONIONIC REGULAR, REGULAR ITALIC, BOLD, 8/11 PT

CASLON IONIC MEDIUM, MEDIUM ITALIC, EXTRABOLD, 8/11 PT

EVERY INTRODUCTION to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack—the *general*, *philosophical*, *deductive*, which starts from a complete metaphysics and installs beauty in its place among the other great concepts; and the *empirical*, or *inductive*, which seeks to disengage a general principle of beauty from the objects of aesthetic experience and the facts of aesthetic enjoyment: an example of Fechner's "aesthetics from above and from below."

#### **Methodologies of Aesthetics**

The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenth-century philosopher, Baumgarten, to round out his "architectonic" of metaphysics that the science received its name, as designating the theory of knowledge in the form of feeling, parallel to that of "clear," logical thought. Kant, Schelling, and Hegel, again, made use of the concept of the Beautiful as a kind of keystone or cornice for their respective philosophical edifices. Aesthetics, then, came into being as the philosophy of the Beautiful, and it may be asked why this philosophical aesthetics does not suffice; why beauty should need for its understanding also an aesthetics "von unten."

#### The State of Criticism

The answer is not that no system of philosophy is universally accepted, but that the general aesthetic theories have not, as yet at least, succeeded in answering the plain questions of "the plain man" in regard to concrete beauty. Kant, indeed, frankly denied that the explanation of concrete beauty, or "Doctrine of Taste," as he called it, was possible, while the various definers of beauty as "the union of the Real and the Ideal" "the expression of the Ideal to Sense," have done no more than he. No one of these aesthetic systems, in spite of volumes of so-called application of their principles to works of art, has been able to furnish a criterion of beauty. The criticism of the generations is summed up in the mild remark of Fechner, in his "Vorschule der Aesthetik," to the effect that the philosophical path leaves one in conceptions that, by reason of their generality, do not well fit the particular cases. And so it was that empirical aesthetics arose, which does not seek to answer those plain questions as to the enjoyment of concrete

EVERY INTRODUCTION to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack—the *general*, *philosophical*, *deductive*, which starts from a complete metaphysics and installs beauty in its place among the other great concepts; and the *empirical*, or *inductive*, which seeks to disengage a general principle of beauty from the objects of aesthetic experience and the facts of aesthetic enjoyment: an example of Fechner's "aesthetics from above and from below."

#### **Methodologies of Aesthetics**

The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenth-century philosopher, Baumgarten, to round out his "architectonic" of metaphysics that the science received its name, as designating the theory of knowledge in the form of feeling, parallel to that of "clear," logical thought. Kant, Schelling, and Hegel, again, made use of the concept of the Beautiful as a kind of keystone or cornice for their respective philosophical edifices. Aesthetics, then, came into being as the philosophy of the Beautiful, and it may be asked why this philosophical aesthetics does not suffice; why beauty should need for its understanding also an aesthetics "von unten."

#### The State of Criticism

The answer is not that no system of philosophy is universally accepted, but that the general aesthetic theories have not, as yet at least, succeeded in answering the plain questions of "the plain man" in regard to concrete beauty. Kant, indeed, frankly denied that the explanation of concrete beauty, or "Doctrine of Taste," as he called it, was possible, while the various definers of beauty as "the union of the Real and the Ideal" "the expression of the Ideal to Sense," have done no more than he. No one of these aesthetic systems, in spite of volumes of so-called application of their principles to works of art, has been able to furnish a criterion of beauty. The criticism of the generations is summed up in the mild remark of Fechner, in his "Vorschule der Aesthetik," to the effect that the philosophical path leaves one in conceptions that, by reason of their generality, do not well fit the particular cases. And so it was that empirical aesthetics arose, which does not seek to answer those plain questions as to the enjoyment of concrete

Caslon Ionic 19 of 26

CASLON IONIC REGULAR, 7/9 PT

CASLONIONIC MEDIUM, 7/9 PT

CASLON IONIC SEMIBOLD, 7/9 PT

SITUATIONIST INTERNATIONAL (SI) was a group of international revolutionaries founded in 1957. With their ideas rooted in Marxism and the 20th century European artistic avantgarde, they advocated experiences of life being alternative to those admitted by the capitalist order, for the fulfillment of human primitive desires and the pursuing of a superior passional quality. For this purpose they suggested and experimented with the construction of situations; the setting up of environments favorable for the fulfillment of such desires. Using methods drawn from the arts, they developed a series of experimental fields of study for the construction of such, like unitary urbanism.

The sense of constructing situations is to fulfill human primitive desires and pursue a superior passional quality. From *Internationale Situationiste #1*: "This alone can lead to the further clarification of these simple basic desires, and to the confused emergence of new

SITUATIONIST INTERNATIONAL (SI) was a group of international revolutionaries founded in 1957. With their ideas rooted in Marxism and the 20th century European artistic avantgarde, they advocated experiences of life being alternative to those admitted by the capitalist order, for the fulfillment of human primitive desires and the pursuing of a superior passional quality. For this purpose they suggested and experimented with the construction of situations; the setting up of environments favorable for the fulfillment of such desires. Using methods drawn from the arts, they developed a series of experimental fields of study for the construction of such, like unitary urbanism.

The sense of constructing situations is to fulfill human primitive desires and pursue a superior passional quality. From *Internationale Situationiste #1*: "This alone can lead to the further clarification of these simple basic desires, and to the confused emergence of new

SITUATIONIST INTERNATIONAL (SI) was a group of international revolutionaries founded in 1957. With their ideas rooted in Marxism and the 20th century European artistic avantgarde, they advocated experiences of life being alternative to those admitted by the capitalist order, for the fulfillment of human primitive desires and the pursuing of a superior passional quality. For this purpose they suggested and experimented with the construction of situations; the setting up of environments favorable for the fulfillment of such desires. Using methods drawn from the arts, they developed a series of experimental fields of study for the construction of such, like unitary urbanism.

The sense of constructing situations is to fulfill human primitive desires and pursue a superior passional quality. From *Internationale* Situationiste #1: "This alone can lead to the further clarification of these simple basic desires, and to the confused emergence of new

CASLON IONIC REGULAR, 6/8 PT

CASLON IONIC MEDIUM, 6/8 PT

CASLON IONIC SEMIBOLD, 6/8 PT

SITUATIONIST INTERNATIONAL (SI) was a group of international revolutionaries founded in 1957. With their ideas rooted in Marxism and the 20th century European artistic avantgarde. they advocated experiences of life being alternative to those admitted by the capitalist order, for the fulfillment of human primitive desires and the pursuing of a superior passional quality. For this purpose they suggested and experimented with the construction of situations; the setting up of environments favorable for the fulfillment of such desires. Using methods drawn from the arts, they developed a series of experimental fields of study for the construction of such, like unitary urbanism.

The sense of constructing situations is to fulfill human primitive desires and pursue a superior passional quality. From Internationale Situationiste #1: "This alone can lead to the further clarification of these simple basic desires, and to the confused emergence of new desires whose material roots will be precisely the new reality engendered by situationist constructions. We must thus envisage a sort of situationist-oriented psychoanalysis in which, in contrast to the goals pursued by the

SITUATIONIST INTERNATIONAL (SI) was a group of international revolutionaries founded in 1957. With their ideas rooted in Marxism and the 20th century European artistic avantgarde. they advocated experiences of life being alternative to those admitted by the capitalist order, for the fulfillment of human primitive desires and the pursuing of a superior passional quality. For this purpose they suggested and experimented with the construction of situations; the setting up of environments favorable for the fulfillment of such desires. Using methods drawn from the arts, they developed a series of experimental fields of study for the construction of such, like unitary urbanism.

The sense of constructing situations is to fulfill human primitive desires and pursue a superior passional quality. From *Internationale Situationiste #I:* "This alone can lead to the further clarification of these simple basic desires, and to the confused emergence of new desires whose material roots will be precisely the new reality engendered by situationist constructions. We must thus envisage a sort of situationist-oriented psychoanalysis in which, in contrast to the goals pursued by the various

SITUATIONIST INTERNATIONAL (SI) was a group of international revolutionaries founded in 1957. With their ideas rooted in Marxism and the 20th century European artistic avantgarde. they advocated experiences of life being alternative to those admitted by the capitalist order, for the fulfillment of human primitive desires and the pursuing of a superior passional quality. For this purpose they suggested and experimented with the construction of situations; the setting up of environments favorable for the fulfillment of such desires. Using methods drawn from the arts, they developed a series of experimental fields of study for the construction of such, like unitary urbanism.

The sense of constructing situations is to fulfill human primitive desires and pursue a superior passional quality. From Internationale Situationiste #1: "This alone can lead to the further clarification of these simple basic desires, and to the confused emergence of new desires whose material roots will be precisely the new reality engendered by situationist constructions. We must thus envisage a sort of situationist-oriented psychoanalysis in which, in contrast to the goals pursued by the

Caslon Ionic 20 of 26

ABCDEFGHIJKLMNOPQRSTUVWXYZ UPPERCASE abcdefghijklmnopqrstuvwxyz LOWERCASE SMALL CAPS ABCDEFGHIJKLMNOPQRSTUVWXYZ ;!;?.,:;...--()[]{}/|\&@\*""'`-,,,«»↔ §•¶†‡@@®™ STANDARD PUNCTUATION i¿---()[]{}/|\@«»‹› ALL CAP PUNCTUATION SMALL CAP PUNCTUATION i!¿?()[]{}/\&@"""§•¶©®™ fb ff fh fi fj fk fl fr ft ffb ffi ffl ffh ffj ffk ffr fft LIGATURES \$£€¥1234567890¢f%‰ª°#°'"<+=-×÷>≤≈≠¬≥ PROPORTIONAL LINING default figures TABULAR LINING \$£€¥1234567890¢*f*%‰ \$£€¥1234567890¢f%%#<+=-×÷>≤≈≠¬≥ SMALL CAP LINING 1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8 7/8 PREBUILT FRACTIONS H1234567890/1234567890 NUMERATORS & DENOMINATORS  $\mathrm{H}^{1234567890}\ \mathrm{H}_{1234567890}$ SUPERSCRIPT & SUBSCRIPT Habcdefghijklmnopqrstuvwxyz ORDINALS  $\mathsf{t}\ \tfrac{1}{2}\tfrac{1}{3}\tfrac{2}{3}\tfrac{1}{4}\tfrac{3}{4}\tfrac{3}{8}\tfrac{5}{8}\tfrac{7}{8}\ \mathsf{t}^{\mathsf{t}}\mathsf{t}$ STYLISTIC ALTERNATES ÁÂÀÄÅÃĂĀĀÅÆÆÇĆČĈĎĐÉÊÈËĚĒĒ ACCENTED UPPERCASE ĘĞĜĠĠĦĤÍÎÌÏĪĮĨĬĴKŁĹĽĿĿÑŃŇNŊÓÔ ÒÖÕŐŌØØŒŔŘŖŠŚŞŜŞÞŤŢŦÚÛÙÜŬŰŪ UŮŨŴŴŴŴÝŶŶŸIJŽŹŻ áâàäåããāaåææçćčĉċďđðéêèëěeēegggghh ACCENTED LOWER CASE ıíîìïiīįĩĭiĵjķłĺľļŀñńňn'nnóôòöőőöøøœŕřŗß šśşŝşþťţŧúûùüŭűūųůűẃŵwwÿŷÿÿjžźż ÁÂÀÄÅÃÄĀĀÅÆÆCĆČĈĊĎĐÉÊÈËĚĖĒĘĞĜ ACCENTED SMALL CAPS ĢĠĦĤÍĨĬĪĮĨĬĴĶŁĹĽĻĿÑŃŇŅŊÓÔÒÖŐŐØØ ŒŔŘŖŠŚŞŜŞÞŤŢŦÚÛÙÜŬŰŪŲŮŨŃŴŴ ÝŶŶŸIJŽŹŻ

Caslon Ionic 21 of 26

ABCDEFGHIJKLMNOPQRSTUVWXYZUPPERCASE abcdefghijklmnopqrstuvwxyzLOWERCASE SMALL CAPS ABCDEFGHIJKLMNOPQRSTUVWXYZ;!;?.,:;...--()[]{}/|\&@\*""·'·,,,«»‹› §•¶†‡©₽®™ STANDARD PUNCTUATION ii---()[]{}/\\@«»‹> ALL CAP PUNCTUATION SMALL CAP PUNCTUATION *i!¿?()[]{*}/\&@"""§•¶©₽®™ .fb.ff.fh.fi.fj.fk.fl.ft.ffb.ffi.ffl.ffh.ffj.ffk.fft LIGATURES \$£€¥1234567890¢f%‰ao#°'"<+=-×÷>≤≈≠¬≥ PROPORTIONAL LINING default figures \$£€¥1234567890¢f%‰ TABULAR LINING \$£€¥1234567890¢f%%#<+=-×÷>≤≈≠¬≥ SMALL CAP LINING 1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8 7/8 PREBUILT FRACTIONS  $H^{1234567890}/_{1234567890}$ NUMERATORS & DENOMINATORS  $H^{1234567890}\,H_{1234567890}$ SUPERSCRIPT & SUBSCRIPT  ${\it H}{abcdefghijklmnopqrstuvwxyz}$ ORDINALS STYLISTIC ALTERNATES ÁÂÀÄÅÃÃÃĀÁÆÆÇĆČĈĊĎĐÉÊÈËĔĖĒĘ ACCENTED UPPERCASE ĞĜĠĠĦĤĺĨĬĬĪĮĨĬĴKŁĹĽĿĿÑŃŇŊŊÓÔÒÖ ÕŐŌØØŒŔŘŖŠŚŞŜŞÞŤŢŦÚÛÙÜŬŰŪŲŮ ŨŴŴŴŸŶŶŸIJŽŹŻ áâàäåããāaåææçćčĉċďđðéêèëěeēgĝĝģġħĥ ACCENTED LOWER CASE ıíîìïiīįĩĭiĵjķłĺľĮŀñńňṛ'nŋóôòöőőőøøæŕřŗß šśşŝşþťţŧúûùüŭűūųůũẃŵwwÿŷŷÿijžźż ÁÂÀÄÅÃÃÃÃĀÆÆCĆČĈĎĐÉÊÈËĖĒĒĞĜ ACCENTED SMALL CAPS ĢĠĦĤÍĨÌÏĪĮĨĬĴĶŁĹĽĻĿÑŃŇŅŊÓÔÒÖŐŐŌØØ ŒŔŘŖŠŚŞŜŖÞŤŢŦÚÛÙÜŬŰŪŲŮŨŴŴŴ ÝŶŸŸIJŽŹŻ

Caslon Ionic 22 of 26

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** UPPERCASE abcdefghijklmnopgrstuvwxyz LOWERCASE SMALL CAPS  ${f ABCDEFGHIJKLMNOPQRSTUVWXYZ}$ ;!¿?.,:;...--()[]{}/|\&@\*"""·",«»‹› §•¶†‡@@®™ STANDARD PUNCTUATION id---()[]{}/|\@«»‹› ALL CAP PUNCTUATION SMALL CAP PUNCTUATION !!¿?()[]{}/\&@""''\$•¶©₽®™ fb ff fh fi fi fk fl ft ffb ffi ffl ffh ffi ffk fft LIGATURES \$£€¥1234567890¢f%‰ao#o'"<+=-×÷>≤≈≠¬≥ PROPORTIONAL LINING default figures TABULAR LINING \$£€¥1234567890¢*f*%‰ SMALL CAP LINING \$£€¥1234567890¢f%%#<+=-×÷>≤≈≠¬≥ 1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8 7/8 PREBUILT FRACTIONS H1234567890/1234567890 NUMERATORS & DENOMINATORS  $\mathbf{H}^{\mathbf{1234567890}}\ \mathbf{H}_{\mathbf{1234567890}}$ SUPERSCRIPT & SUBSCRIPT f Habcdefghijf klmnopqrstuvwxyzORDINALS  $\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$ STYLISTIC ALTERNATES **ÁÂÀÄÅÃĂĀĄÁÆÆÇĆČĈĊĎÐÉÊÈËĖ** ACCENTED UPPERCASE ĒĘĞĜĢĠĦĤÍÎÌÏĪĮĨĬĴĶŁĹĽĻĿÑŃŇŊŊ ÓÔÒÖŐŐØØŒŔŘŖŠŚŞŜŖÞŤŢŦÚÛÙÜ ŬŰŪUŮŨŴŴŴŸŶŶŸIJŽŹŻ áâàäåããããåææçćčĉċďdðéêèëěeēeggggghĥ ACCENTED LOWER CASE ıíîìïiījĩĭiĵjķłĺľlŀñńňựnŋóôòöőőøøœŕřŗß šśşŝşþťţŧúûùüŭűūųůűẃŵwwÿŷyÿijžźż ÁÂÀÄÅÃÃÃÅÅÆÆÇĆČĈĎÐÉÊÈËĚĖĒĘĞĜG ACCENTED SMALL CAPS ĠĦĤÍĨĬÏĮĨĬĴĶŁĹĽĻĽÑŃŇŊŊÓÔÒÖŐŐØØŒ ŔŘŖŠŚŞŜŞÞŤŢŦÚÛÙÜŬŰŪŲŮŨŴŴŴŴŸŶŶ ŸIJŹŹŻ

Caslon Ionic 23 of 26

 ${f ABCDEFGHIJKLMNOPQRSTUVWXYZ}$ UPPERCASE abcdefghijklmnopgrstuvwxyzLOWERCASE SMALL CAPS  $oldsymbol{ABCDEFGHIJKLMNOPQRSTUVWXYZ}$ *i!¿?.,;...--()[]{}/*|\&@\*""",,,«»↔ **§•**¶†‡©®®™ STANDARD PUNCTUATION ic---()[]{}/|\@«»‹› ALL CAP PUNCTUATION SMALL CAP PUNCTUATION !!¿?()[]{}/\&@""''§•¶©®®™ to ff fh fi fj fk fl ft ffb ffi ffl ffh ffj ffk fft LIGATURES **\$£€¥1234567890¢f**%‰<sup>ao</sup>#°'"<+=-×÷>≤≈≠¬≥ PROPORTIONAL LINING default figures \$£€¥1234567890¢f%‰ TABULAR LINING SMALL CAP LINING *\$£€¥1234567890¢f*%%#<+=-×÷>≤≈≠¬≥ 1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8 7/8 PREBUILT FRACTIONS  $H^{1234567890}/_{1234567890}$ NUMERATORS & DENOMINATORS  $m{H}^{m{1234567890}}\,m{H}_{m{1234567890}}$ SUPERSCRIPT & SUBSCRIPT HabcdefghijklmnopqrstuvwxyzORDINALS STYLISTIC ALTERNATES foff fh fi fi fk fk fk fl ft ffb ffh ffi ffi ffk ffk ffk ffl fft ğĝģġķßśšşŝşţťŧẃŵẅwżźżż *ÁÂÀÄÅÃĂĀĀĀÆÆÇĆČĈĊĎĐÉÊÈËĚ* ACCENTED UPPERCASE ĖĒĘĞĜĢĠĦĤÍÎĬÏĪĮĨĬĴĶŁĹĽĻĿÑŃŇ ŊŊÓÔÒÖŐŐŐØØŒŔŘŖŠŚŞŜŞÞŤŢŦ ÚÛÙÜŬŰŪŪŮŰŴŴŴŸŶŶŸIJŽŹŻ áâàäåããāqắœœçćčĉċďđðéêèëěeēęğĝģġħĥ ACCENTED LOWER CASE ıíîìïiīįĩĭiĵjķłĺľļŀñńňựnŋóôòöőőøøœŕřŗß

šśşŝşþťţŧúûùüŭűūųůũẃŵŵwÿŷỳÿijžźż

ÁÂÀÄÅÃÃĀĀÅÆÆÇĆČĈĊĎÐÉÊÈËĚĒĘĞĜĢĠĦ

ĤĺĨĬĬĮĨĬĴĶŁĹĽĻĿÑŃŇŅŊÓÔÒÖŐŐØØŒŔŘŖ ŠŚŞŜŞÞŤŢŦŰÛÙÜŬŰŨŲŮŨŴŴŴŴŶŶŶŸIJŽŹŻ

ACCENTED SMALL CAPS

Caslon lonic 24 of 26

OPENTYPE FEATURES FAMILY WIDE	DEACTIVATED		ACTIVATED		
ALL CAPS opens up spacing, moves punctuation up	Fish & «C	Fish & «Chips» @ £14.65?		FISH & «CHIPS» @ £14.65?	
SMALL CAPS	Fish & «Chips» @ £14.65?		FISH & «CHIPS» @ £14.65?		
ALL SMALL CAPS includes punctuation and figures	Fish & «Chips» @ £14.65?		FISH & «C	HIPS» @ £14.65?	
PROPORTIONAL LINING default figures	Quarter: Annual:	\$3,460 €1,895 <b>¥7,031 £9,215</b>	Quarter: Annual:	\$3,460 €1,895 <b>¥7,031 £9,215</b>	
TABULAR LINING	Quarter: Annual:	\$3,460 €1,895 <b>¥7,031 £9,215</b>	Quarter: Annual:	\$3,460 €1,895 <b>¥7,031 £9,215</b>	
SMALL CAP PROPORTIONAL LINING	Quarter: Annual:	\$3,460 €1,895 <b>¥7,031 £9,215</b>	QUARTER ANNUAL:	\$3,460 €1,895 <b>¥7,031 £9,215</b>	
FRACTIONS ignores numeric date format	21/03/10 and 2 1/18 460/920		$21/03/10$ and $2\frac{1}{18}$ $^{460}/_{920}$		
SUPERSCRIPT/SUPERIOR	$x158 + y23 \times z18 - a4260$		$x^{158} + y^{23} \times z^{18} - a^{4260}$		
SUBSCRIPT/INFERIOR	$x158 \div y23 \times z18 - a4260$		$x_{158} \div y_{23} \times z_{18} - a_{4260}$		
DENOMINATOR for arbitrary fractions	0123456789 0123456789		0123456789 0123456789		
NUMERATOR for arbitrary fractions	0123456789 0123456789		0123456789 0123456789		
LANGUAGE FEATURE Català (Catalan) l glyph	CEL·LA novel·la SÍL·LABA		CELLA novel·la SÍL:LABA		
LANGUAGE FEATURE Nederlands (Dutch) ij glyph	IJsselmeer getwijfeld RIJK		IJsselmeer getwijfeld RIJK		
LANGUAGE FEATURE Polski (Polish) kreska accent	SŁÓD możliwość KTÓRYCH		SŁÓD możliwość KTÓRYCH		
LANGUAGE FEATURE Română (Romanian) s accent	ÎNSUŞI activişti CÂŞTIGAT		ÎNSUȘI activiști CÂȘTIGAT		

Caslon Ionic 25 of 26

OPENTYPE FEATURES CASLON IONIC ROMAN	DEACTIVATED	ACTIVATED
STYLISTIC SET 01 alternate t	Appoin <mark>t</mark> s <mark>t</mark> he heir apparen <mark>t</mark>	Appoints the heir apparent
STYLISTIC SET 09 nut fractions	Caused a net 3 ½ point gain	Caused a net $3\frac{5}{8}$ point gain
OPENTYPE FEATURES CASLON IONIC ITALIC	DEACTIVATED	ACTIVATED
STYLISTIC SET 01 alternate t	Starkly contrasts her sisters	Starkly contrasts her sisters
STYLISTIC SET 02 alternate g	Presti <mark>g</mark> ious inau <mark>g</mark> ural <mark>g</mark> uest	Prestigious inaugural guest
STYLISTIC SET 08 alternate ß	Sie bauten die grö <mark>ß</mark> te Stra <mark>ß</mark> e	Sie bauten die größte Straße
STYLISTIC SET 09 nut fractions	Adding nearly 57 34 hectares	Adding nearly 57 $\frac{3}{4}$ hectares
OPENTYPE FEATURES ANTIQUE NO. 6 ROMAN	DEACTIVATED	ACTIVATED
STYLISTIC SET 09 nut fractions	Total loss of £21½ billion	Total loss of £21 $\frac{2}{3}$ billion

<b>OPENTYPE FEATURES</b>
ANTIQUE NO. 6 ITALIC

STYLISTIC SET 02 alternate g

STYLISTIC SET 03 alternate f

STYLISTIC SET 04 alternate k

STYLISTIC SET 05

STYLISTIC SET 06

STYLISTIC SET 07

STYLISTIC SET 09

#### DEACTIVATED

Writing grand catalogues 5 fewer fulfillment centres Ranked this off-kilter talk A vast, horizonless steppe **Ev**eryone fa<mark>v</mark>ored **w**inters Dozens of popular puzzles Weighed 35 \( \frac{7}{8} \) gross tonnes

#### ACTIVATED

Writing grand catalogues 5 fewer fulfillment centres Ranked this off-kilter talk A vast, horizonless steppe Everyone favored winters Dozens of popular puzzles Weighed 35 ½ gross tonnes

Caslon Ionic 26 of 26

STYLES INCLUDED IN COMPLETE FAMILY

Caslon Ionic Regular
Caslon Ionic Regular Italic
Caslon Ionic Medium
Caslon Ionic Medium Italic
Caslon Ionic Bold
Caslon Ionic Bold Italic
Caslon Ionic Extrabold
Caslon Ionic Extrabold Italic
Antique No. 6 bold
Antique No. 6 bold italic

SUPPORTED LANGUAGES

Afrikaans, Albanian, Asturian, Basque, Bosnian, Breton, Catalan, Cornish, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Finnish, French, Galician, German, Greenlandic, Guarani, Hawaiian, Hungarian, Ibo, Icelandic, Indonesian, Irish, Gaelic, Italian, Kurdish, Latin, Latvian, Lithuanian, Livonian, Malagasy, Maltese, Maori, Moldavian, Norwegian, Occitan, Polish, Portuguese, Romanian, Romansch, Saami, Samoan, Scots, Scottish Gaelic, Serbian (Latin), Slovak, Slovenian, Spanish (Castillian), Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh, Wolof

CONTACT

Commercial Classics 110 Lafayette Street, #203 New York, New York 10013

office 212-604-0955 fax 212-925-2701 commercial classics.com

COPYRIGHT

© 2019 Commercial Classics. All rights reserved. Commercial® and Caslon Ionic™ are trademarks of Schwartzco Inc., dba Commercial Classics.

This file may be used for evaluation purposes only.

ABOUT THE DESIGNER

Paul Barnes (born 1970) is a graphic and type designer, and a partner with Christian Schwartz in Commercial Type, a type foundry based in London and New York. He has also been a long term collaborator with Peter Saville which has resulted in such diverse work as identities for Givenchy, 'Original Modern' for Manchester, the England football team kit and the logo for Kate Moss.

Barnes has also been an advisor and consultant on numerous publications, notably Wallpaper\*, Harper's Bazaar and frieze. His interest in the modern and vernacular is encompassed in his type design ranging from the contemporary such as for Björk, through to the extensive Chiswick typeface (2017). Whilst consultant to The Guardian he designed Guardian Egyptian with Christian Schwartz. He has designed typefaces for the National Trust in England, the numbers for Puma at the 2010 World Cup and also the England football team for Umbro. For Commercial Type he has codesigned Publico with Schwartz, and independently Austin, Dala Floda and Marian.

Following the redesign of *The Guardian*, as part of the team headed by Mark Porter, Barnes was awarded the Black Pencil from the D&AD. They were also nominated for the Design Museum 'Designer of the Year'. In September 2006, with Schwartz he was named one of the 40 most influential designers under 40 in *Wallpaper\**. A year later *The Guardian* named him as one of the 50 best designers in Britain.

Greg Gazdowicz (born 1988), studied graphic design at the Maryland Institute College of Art, where he also found his deep passion for type design and cycling. He worked as a graphic designer at a number of branding studios, start-ups, and non-profits before going on to study typeface design at Type@ Cooper in New York City. Greg began working with Commercial Type in early 2014, and has been a staff designer since that year.