

Didot

the
MODERN
beauty typeface

Beginning in Paris of 1783, Firmin Didot created one of the first modern type faces. At the time, the Didot family owned the most influential and successful font and print shop, along with the rest of his family he also worked for the King. Creating print for such royalty lead Firmin Didot to create such an elegant and classy font that he did. Didot is a neoclassical typeface inspired by the Age of Enlightenment, it is bracketless and unornamented with stark contrasts.

Didot is known to be the face of numerous fashion magazines, the extreme contrast between thick and thin strokes leaves this font looking elegant next to the models on the cover. Fashion brands such as Louis Vuitton and Gucci use this typeface in their marketing materials to denote the sophistication and exclusivity of their brand.

Since Didot is a serif font, it is able to give your design a formal and classic look, fonts it pairs well with are Archer, Georgia, Helvetica, and Montserrat.

a b c c o d e
j k l m
r s t u v

e f g h i
n o p q
r s t u v w x y z



0 1 2 3 4
5 6 7 8 9

Italic 185 pt

A B C D E

F G H I J K

L M N O P

Q R S T U

V W X Y Z

a b c d e f g h i
j k l m n o p q
r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Bold 72 pt

Comparisons

While designing Didot, Firmin Didot was influenced by John Baskerville's typeface Baskerville. With much thinner serifs and extreme hairline strokes, Didot is a more elegant and open typeface. The creation of Didot influenced Giambattista Bodoni's typeface Bodoni; compared to Baskerville and Didot, Bodoni has an increase in stroke contrast.

Didot



Bodoni



Baskerville

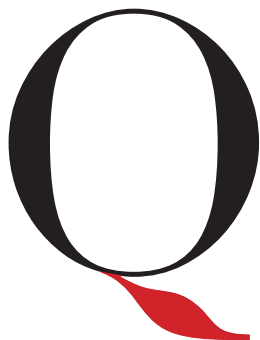


COUNTER

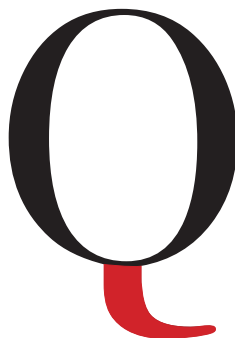
area of a letter that is fully or partially closed

Didot's counter is exceptionally larger compared to Bodoni's rounded and Baskerville's straight sided counter.

Didot



Bodoni



Baskerville



TAIL

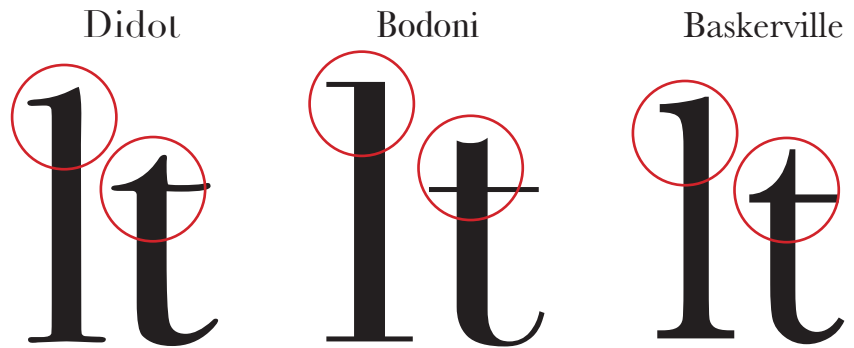
the descending decorative stroke

Compared to Bodoni and Baskerville, Didot's tail is more leaf-like and decorative. Bodoni's tail is very curved as to Baskerville's tail which is "z" like.

ASCENDER

portion of the letter that extends above the mean line

Didot's "t" has a rounded tip on its ascender which makes it distinguishable from Baskerville and Bodoni.



Didot

Bodoni

Baskerville



LEG

downward slope stroke

Didot's leg is the middle variation of Bodoni and Baskerville.

Bodoni's extreme curve stands about among Baskerville's straight leg and slight ending curve.

SERIF

a small line attached to the end of a stroke in a letter

Didot has thin hairline serifs attached to its strokes while Bodoni has slab serifs. Differing from both Bodoni and Didot, Baskerville has bracketted serifs.



The Didot Factor

Didot 12/18

Didot is mainly used as a display typeface. The problem with using Didot in smaller sizes or as body text is the risk of its thin hairline serifs bleeding and possibly making them invisible. When used as a display typeface, Didot is able to be showcased on a variety of different colors. If you choose to use this typeface in smaller sizes it shows up best on a white background.

Bold 12/18

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Italic 12/18

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THROUGH
THICK
& THIN

DOV
AIRI
LC

