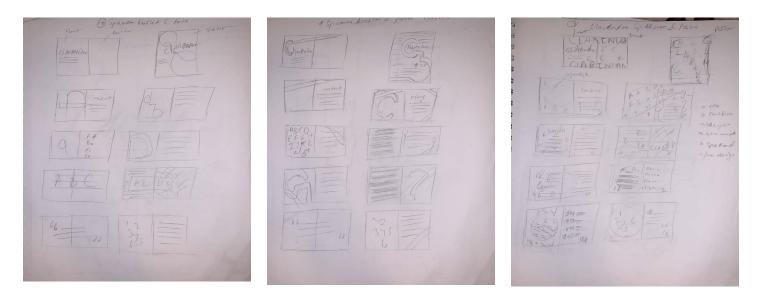
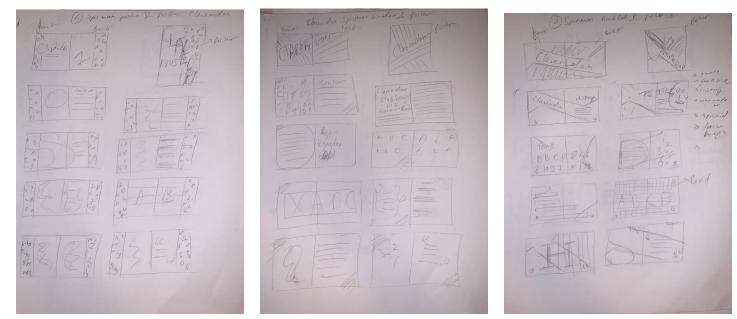
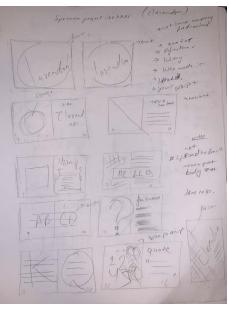
Process Book- Clarondon Typeface

Based on presentation, and then start developing thumbnail sketches of the whole booklet. And total will be 10 of them.





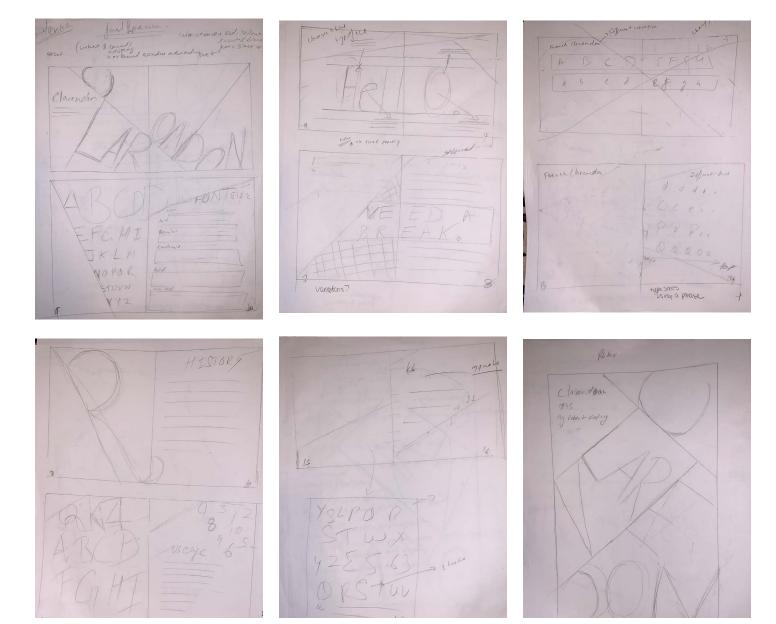
BCS940 Clarendun OPOS BCP CIALENDA R 1 11 2 12 55 12 189 10 R III

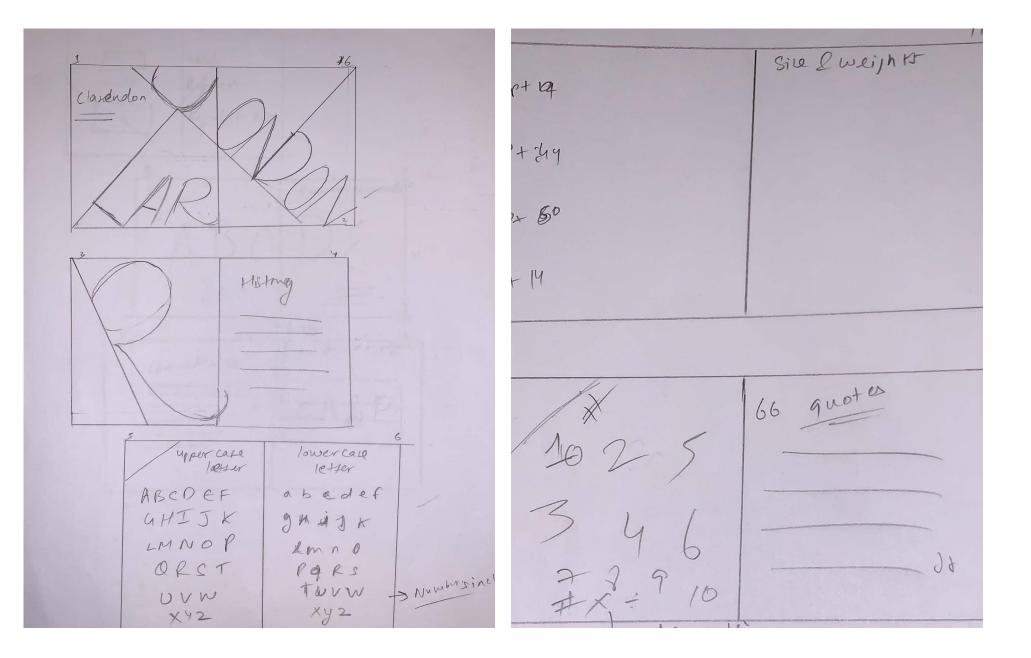




Select one out of 10 and then start making it big sizes and developing in chronological order.

Did some Refined sketches and approved from professor.









#### TYPE VARIATIONS Typography is an art. Ligth Typography is an art. Light Oblique Typography is an art. Regular Typography is an art. Regular Oblique Typography is an art. Medium Typography is an art. Medium Oblique Typography is an art. Bold Typography is an art. **Bold Oblique** Typography is an art. Extra Bold Extra Bold Oblique Typography is an art.





**History of Clarendon Typeface** Clarendon named after Oxford's Clarendon press and a pretty good example of a slab serif. Clarendon created by Robert Besley in 1845 for the Fann Street Foundry. Af-ter this suc-cess, Besley became a sheriff of the London

the fulls sub-cess, besty documental application of printing was increasing rapidly as the industrial revolution became the second stage of expansion.

The main reason Clarendon were come into used for heading, mainly used in bold typeface to get more attention for the buyers. Later it becomes necessary to print in Clarendon typeface for posters, magazines, fly-ers and starts printing on packaging. Clarendon became popular when Besley introduced it and became first registered typeface in the history of typography. Besley decided to register the typeface under the Ornamental Designs Act of 1842. But Unfortunately, it expired within three years. After that, many competing type found-ries copied its design ones when the hold was released.

add conclusion

Hello 72-Point Hello 60-Point Hello 48-Point Hello 36-Point Hello 30-Point Hello 24-Point Spaceh Hello 18-Point

## **Clarendon / Egyptian**

The purpose of these posts is to ignite a curiosity to discover what typefaces can bring to what you are working on. By having a little information behind who it is, where it came from, and how it's used, you can hopefully choose a typeface that better reflects what you want to express.

#### 14-Point

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11-Point

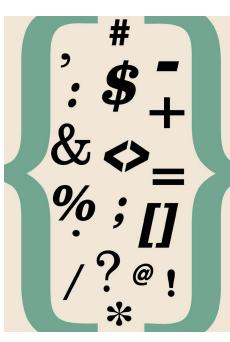


# **Final Spreads**



Typography is an art.
Typography is an art.



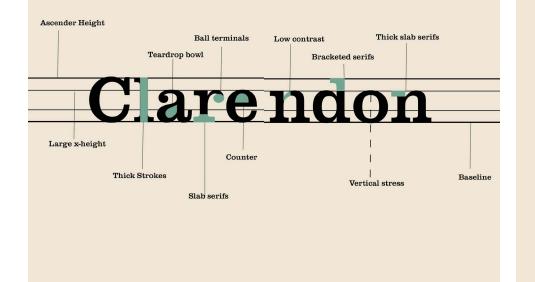


... but no sooner was the time of Copyright (three years) allowed by that Act expired, than the Trade was inundated with all sorts of Piracies and Immitations, some of them mere effigies of letters.

- Robert Besley

### **TYPE VARIATIONS**

#### **Characteristics of Clarendon**





### **Clarendon** / Egyptian

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11-Point

# Final Book spreads

