

a b c d

e f g h

i j k l

m n o p

Didot

q r s t

HISTORY

FIRMIN
DIDOT

1780

Firmin Didot (1764 – 1836) designed the typeface called Didot in age of 19 year old in 1780s. The Didot family was highly active as designers, writers, inventors, publishers, typefounders, printers, and intellectuals in 18th and 19th centuries in France. Firmin Didot inspired from the typeface called Baskerville that credited by English printer John Baskerville who designed first transitional typeface and experimented with strokes and letterforms that known as first Modern typeface. The original Didot is only available in print version.

WEIGHTS

Didot LT Std Bold, 11pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9 ! ? @ \$ % & ^ # * ()

Didot LT Std Roman, 11pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9 ! ? @ \$ % & ^ # * ()

Didot LT Std Headline, 11pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9 ! ? @ \$ % & ^ # * ()

Didot LT Std Italic, 11pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*0 1 2 3 4 5 6 7 8 9 ! ? @ \$ % & ^ # * ()*



NUMBERS



1234567890

Lining Figure

1234567890

Old style figure

ANATOMY

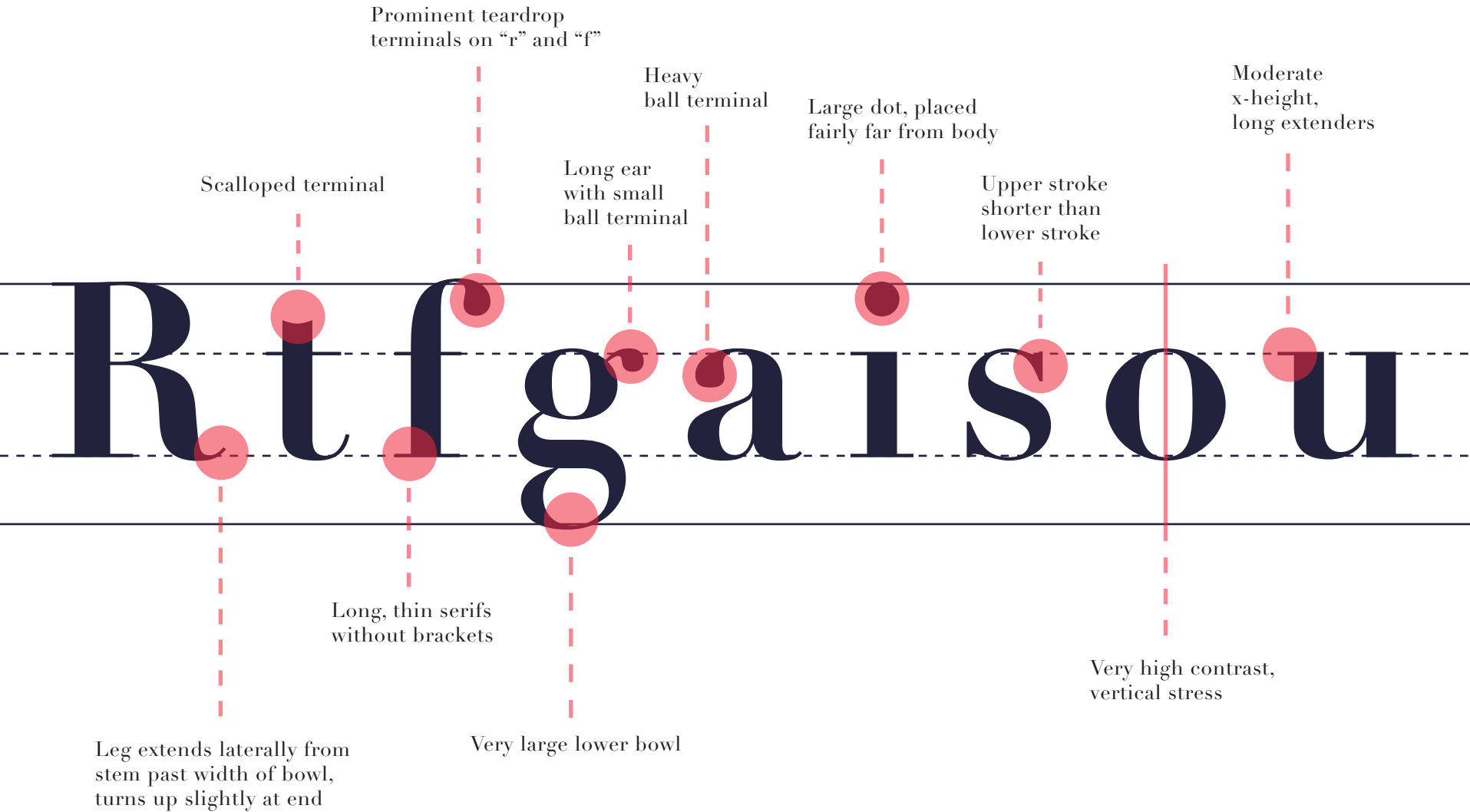
Stem
Bowl
Counter

Didot is
modern

Ascender
Crossbar
Ascender Line
X-Height
Baseline
Descender Line
Terminal
Descender
Bracket
Eye

t y p e f a c e .

CHARACTERISTICS



USAGE

Didot often used in cover of fashion publications such as Harper's Bazaar, Vogue and Elle. Due to the extreme contrast between thin and thick strokes, unbracketed hairline serifs, and small aperture give romantic, expensive, elegance and classic look that is suitable for most of fashion industry. Not only the cover of magazines or books, Didot also used in logo including CBS, Giorgio Armani and logo of shows such as Sex and the City and America's Next Top Model. However, Didot is not the best choice for body copy since unevenness of strokes and hairlines.

V O U G U E

G I O R G I O

A R M A N I

COMPARISON

DIDOT

BODONI



The other well-known Modern typeface is Bodoni that is significantly similar with Didot but Didot is more extreme on the contrast of thin and thick strokes.

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