

Figgins and Caslon may be names familiar to many as **Type Founders**. Indeed they are, but they are perhaps less well known as being responsible for the emergence of the **Sans Serif** design which became part of everyday lives since 1889.

The introduction in England of steam presses in 1814 heralded the emergence of the **Sans Serif** style. It became part of our lives since 1816 when, **William Caslon IV** showed a capitals only design and later, in 1889, **Figgins** released the first design with a lower case. One hundred years later in 1989 this style was celebrated with a design named **Bulldog** in recognising the rôles played by two pioneering typefounders.

It echoes many features of **Gothic** and **Grotesque** models, influenced heavily by **Figgins' Sans Serif** of 1870, instantly recreating the flavour of popular display type from 1870-1930.

Point size	5	6	7	8	9	10.00	11.00	12.00	13.00	14.00	15.00	16.00	17.00	18.00	19.00	20.00	21.00	22.00	23.00	24.00
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Millimetre size	01.88	02.25	02.63	03.00	03.38	03.75	04.13	04.50	05.06	05.25	05.63	06.00	06.38	06.75	07.13	07.50	07.88	08.25	08.63	09.00
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10 characters	8.37	10.00	11.73	13.30	14.90	16.35	18.08	19.54	21.00	22.50	23.85	25.40	26.90	28.50	29.70	31.23	32.40	34.00	35.11	36.70
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Alphabet mm	21.75	26.00	30.50	34.50	38.80	42.50	47.00	50.80	54.65	58.50	62.00	66.00	70.00	74.00	77.20	81.20	84.20	88.30	91.30	95.30
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Bulldog[®]

bold Italic · kursiv fett · italique gras
negrita cursiva · nero corsivo · kursiv fet

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L'introduction en Angleterre des presses à vapeur en 1814 annonça l'émergence

FIGGINS AND CASLON MAY BE

du style sans sérif. Celui-ci est entré dans nos existences en 1816 lorsque,

NAMES FAMILIAR TO MANY AS

William Caslon IV présenta une police exclusivement en majuscules et plus tard,

TYPE FOUNDERS. INDEED THEY

en 1889, lorsque Figgins diffusa la première police de ce type avec des min

ARE, BUT THEY ARE PERHAPS

uscules. Un siècle plus tard, en 1989, ce style a été célébré avec une police

LESS WELL KNOWN AS ALSO

nommée Bulldog en reconnaissance du rôle joué par ces deux fondateurs avant-

BEING RESPONSIBLE FOR THE

gardistes. Elle rappelle de nombreux traits des modèles gothique et grotesque,

EMERGENCE OF A SANS SERIF

largement influencée par la police sans sérif de Figgins de 1870, récréant in

TYPE DESIGN TRAIT SINCE 1816

stantanément l'atmosphère des caractères de titrage utilisés entre 1870-1930.

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