

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

The introduction in England of steam presses in 1814 heralded the emergence of the Sans Serif style. It became part of all 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. In 2009 this slab semi-serif version brings a contemporary feel, enhancing legibility.

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

Millimetre size 1.88 2.25 2.63 3.00 3.38 3.75 4.13 4.50 4.88 5.25 5.63 6.00 6.38 6.75 7.13 7.50 7.88 8.25 8.63 9.00

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

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

L'introduction en Angleterre des presses à vapeur en 1814 annonça l'émergence du style sans serif. Celui-ci est entré dans nos existences en 1816 lorsque, William Caslon IV présenta une police exclusivement en majuscules et plus tard, en 1889, lorsque Figgins introduisit une police nommée Bulldog en minuscules. Un siècle plus tard, en 1900, ce style a été réinventé avec une police nommée Baskerville. Elle rappelle de nombreux traits des modèles gothiques et grotesques, largement influencée par la police sans serif de Figgins de 1870, recréant l'atmosphère des anta-

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	
Millimetre size	01.88	02.25	02.63	03.00	03.38	03.75	04.13	04.50	05.06	05.63	06.00	06.38	06.75	07.13	07.50	07.88	08.25	08.63	09.00		
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	31.32	33.24	35.11	36.70		
Alphabet mm	21.75	26.00	30.50	34.50	38.42	42.50	47.00	50.50	54.50	58.50	62.00	66.00	70.00	74.00	77.00	208.1	208.4	208.8	309.1	309.5	310.00