

**F**iggins 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 our everyday

**T**he 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.

**I**t echoes many features of Gothic and Grotesque models influenced heavily by Figgins' Sans Serif of 1870, instantly

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 sérif. 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 diffusa la première police de ce type avec des minuscules. Un siècle plus tard, en 1989, ce style a été célébré avec une police nommée Bulldog en reconnaissance du rôle joué par ces deux fondateurs avant-gardistes. Elle rappelle de nombreux traits des modèles gothique et grotesque, largement influencée par la police sans sérif de Figgins de 1870, récréant instantanément l'atmosphère des caractères de titrage utilisés entre 1870-1930.*

22 point, 25 pt line space

12 point, 18.50 pt line space

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Point size      5    6    7    8    9    10.0011.0012.0013.0014.0015.0016.0017.0018.0019.0020.0021.0022.0023.0024.00

Millimetre size    01.8802.2502.6303.0003.3803.7504.1304.5005.0605.2505.6306.0006.3806.7507.1307.5007.8808.2508.6309.00

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10 characters      8.37 10.0011.7313.3014.9016.3518.0819.5421.0022.5023.8525.4026.9028.5029.7031.2332.4034.0035.1136.70

Alphabet mm      21.7526.0030.5034.5038.8042.5047.0050.8054.6558.5062.0066.0070.0074.0077.2081.2084.2088.3091.3095.30