

# BODONI

GIAMBATTISTA BODONI (1740-1813) believed that well-designed type adheres to four principals: uniformity of design, sharpness and neatness, good taste, and charm. Born in Savoy, Italy, Bodoni spent his childhood at the family printing press operated by his father and his grandfather before him. He became the official printer of the Duke of Parma, and soon became renowned for his meticulous work. Still widely used in print and digital media, the typeface that shares his name is a testament to the timelessness of good, clean design.