

Robert Besley, 1845

CLARENDON

Clarendon appears sturdy with **strong bracketed serifs, vertical stress, tall x-height, short ascenders and descenders and little contrast.**



Clarendon is a slab-serif font created by Robert Besley in 1845 that remains in use today. The industrial revolution experienced a growing need for printed advertising, and Clarendon was introduced as a display typeface. It was later used as the first

related bold typeface, made to display well within roman text.

In the 1920's, Clarendon became an important newspaper typeface, often called "Ionic". Slab-serifs prevailed where delicate modern fonts printed poorly under the new printing conditions caused by the invention of the rotary press.

The 1950's experienced great development in advertising, and Clarendon regained popularity as a display typeface.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 () . ; ! ? & \$