

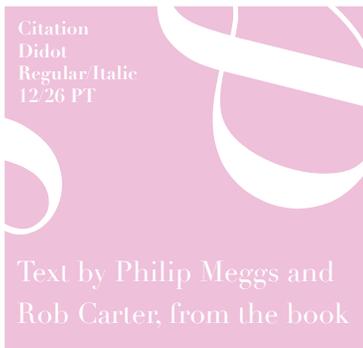


Comparing
Didot
to
Playfair
Display



Didot

The Didot family from *Paris* was a highly innovative team of printers, publishers, typefounders, and papermakers; their accomplishments strongly influenced the development and evolution of type design. In 1784, *Firmin Didot* designed the first truly modern typeface. This design predated the Modern faces of their Italian competitor and rival, *Giambattista Bodoni*; however, Bodoni and the Didots reciprocated influences, and both made permanent contributions.



By comparison, the original Didot typefaces were more mechanical and severe than those of Bodoni. For example, Bodoni's *serifs* are joined to the main strokes with a slight bracket, and the serifs of the lowercase letters are slightly *concave*. The straight-edged serifs in Didot's letters, on the other hand, possess no bracket. Other modern features of Didot include a vertical stress, and a high contrast between the *thick and thin strokes* of letters. The Q has a curved tail, and the U a curved leg; the E carries the weight of heavy serifs, and the W has a *stepped joint*.

“*Typographic Specimens: The Great Typefaces.*”

Playfair Display

Playfair is a *transitional* design. From the time of enlightenment in the late 18th century, the broad nib quills were replaced by pointed steel pens. This influenced *typographical letterforms* to become increasingly detached from the written ones. Developments in printing technology, ink and paper making, made it possible to print letterforms of *high contrast* and *delicate hairlines*. It takes influence from the designs of printer and typeface designer John Baskerville, the punchcutter William Martin's typeface for the 'Boydell Shakspeare' (sic) edition, and from the 'Scotch Roman' *designs* that followed thereafter.

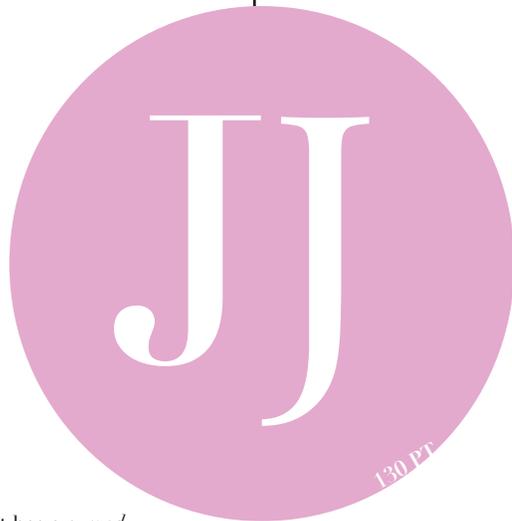


As the name indicates, Playfair Display is well suited for *titling and headlines*. It has an extra large x-height and short descenders. It can be set with no leading if space is tight, for instance in *news headlines*, or for stylistic effect in *titles*. Capitals are extra short, and only very slightly heavier than the lowercase characters. Languages, like German, where nouns are capitalized, particularly benefit from this lower contrast between *lower and upper case glyphs*. Playfair includes a full set of small-caps, common ligatures, and discretionary ligatures. A set of eight arrow devices are also included. Playfair Display also cover the *cyrillic glyphs* used in Bulgarian, Belarusian, Russian, Bosnian/Serbian (including Serbian morphology for ђ), and Ukrainian. Playfair Display comes in three *weights* and two *styles*, including small-caps for all weights and styles – also for the *cyrillic*.



“*For The Hearts*”

All left letters are **Didot** and all right letters are **Playfair Display**.

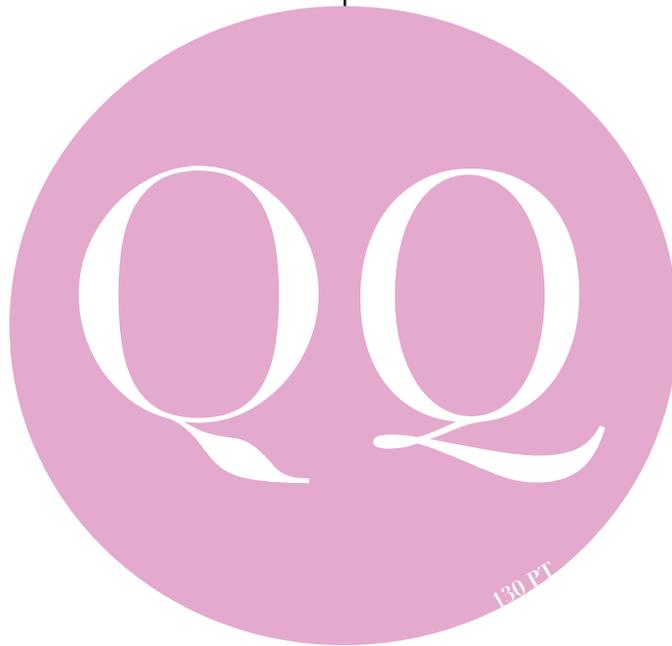


The J in Didot has a *curved tail* and *flat top* with a *thinner stroke* than Playfair Display's J, which has a *serif* on top with a *thicker stroke*.

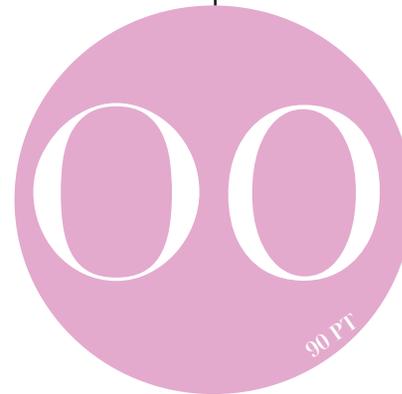


The W in both Didot and Playfair Display have *stepped joints*.

Captions
Didot/ Playfair Display
Regular/Italic/Bold
8 PT



The Q in Didot has a *curved tail*. The Q in Playfair Display is *curved with a loop*, making it more accustomed to titles.



The O in Didot has a *vertical stress*, and a higher contrast between the *thick and thin strokes* of letters compared to Playfair Display's O.



The E in both Didot and Playfair Display carry the weights of *heavy serifs*.



The u in Didot has *curved, flat legs and tops* compared to the *curvy legs and tops* of Playfair Display's u, which stands *taller*.



The b in Didot has a *flat leg and top* while Playfair Display's b has *no leg, a curvy top*, and *stands taller*.

ABCDEFGHIJ
KLMNOPQ
RSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Didot

1 4 6 0
2 5 7 8 9
3

“ [(“!?:;\$&”)] ”

Didot Bold
Uppercase: 46 PT
Lowercase: 14 PT
Numerals: 70/100/140 PT
Numeral Key Punctuation: 30/80 PT

ABCDEFGHIJ
KLMNOPQ
RSTUVWXYZ

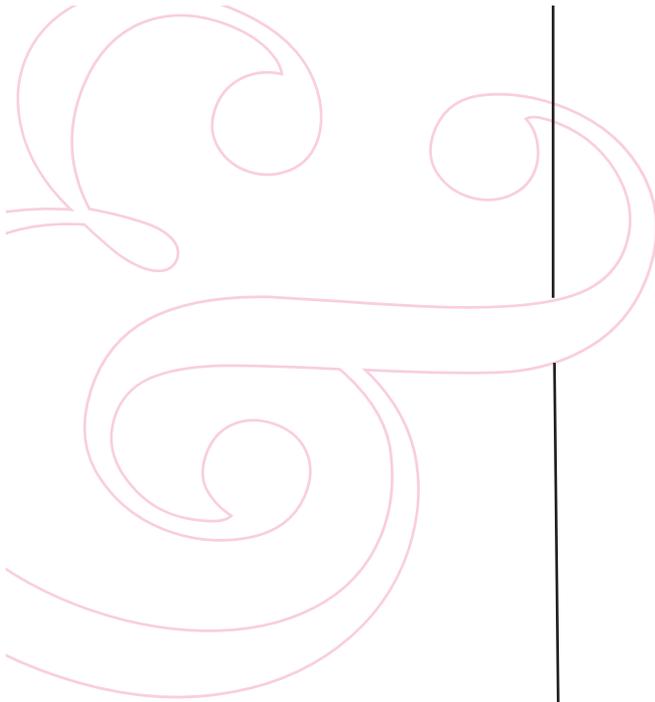
abcdefghijklmnopqrstuvwxyz

Playfair Display

1 4 6 0
2 5 7 8 9
3

“ [(“!?:;\$&”)] ”

Playfair Display Bold
Uppercase: 46 PT
Lowercase: 14 PT
Numerals: 70/100/140 PT
Numeral Key Punctuation: 30/80 PT



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