Feeling burnt out?
Running out of inspiration?
Want to explore different styles?

versatile

It doesn just stop there Check out Volum 2: Versatile: Brand New An Program. In the nes collection, we discus Blender. The Top 3 Modeling and Animatic o f t w a r e From learning about different typefaces, to various versatile mediums, Versatile is sure to give you that kick of inspiration you've been lacking! As an artist, we've all been there before. We've opened out pinterest board all to find things that we've seen already. That's why we made Versatile.

CalArts 2025 Michael Liang



### Acentury 🔨 in less than a century

Ever wondered about the origins of Century OldStyle? Wondered who designed it? Well you've come to the right place!

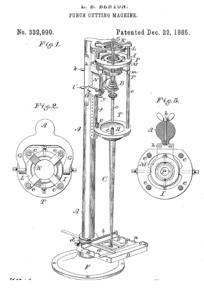
#### Linotype Machine

The relative obscurity of -and still is used at the American Type Linn Boyd Benton and Morris Fuller Benton, is investigated. The two men. father and son, made significant contributions to the technology of typesetting and to typeface design, yet they are not now well known in the industry. Linn Boyd Benton invented a pantographic punch-cutting machine, which he later modified to engrave matrices. This machine made the Linotype machine practical, since it took the tedium and great expense out of the making of

#### The ATF Company

Linotype 'mats.'Benton's machine was

Founders Company, and was copied for use at type founding companies and composing machine manufacturers around the world. Morris Fuller Benton was the first type designer to develop the concept of the type family, and also revived many beautiful types like Baskerville, Bulmer, Bodoni, and Garamond.



#### The Bentons

Century Roman was designed by Linn Boyd Benton at the request of Theodore L. De Vinne, publisher of Century Magazine at his De Vinne Press in New York City. Benton was the mechanical genius of the young American Type Founders Company. DeVinne was regarded as an outstanding printing craftsman, who was dissatisfied with the types then available for magazine and book work. Benton's father collaborated on the original Century type, and Morris Benton designed Century Expanded, Century Oldstyle, Century Catalogue,

-Century Schoolbook, and all the italic, bold, condensed and extended versions that went along with them. He designed a variety of types, from gothics to moderns to classic revivals. Some of Benton's types became popular right away. and others, like Souvenir, became popular years after Benton died.

Both father and son worked for the American Type Founders (ATF) Company, which did not promote its employees but instead advertised its products. So while ATF became the most influential type founding company in the country, the Bentons remained relative unknowns. However, compared to many earlier typefaces in the genre, stroke contrast is quite low, creating a less sharp and highly readable structure. With ATF no longer operating, a wide variety of variants and revivals with varying features and quality are available. Despite originating

-Despite originating in the nineteenth century, use of the typeface remains strong for periodicals, textbooks, and literature. The Supreme Court of the United States requires that briefs be typeset in Century family type.

#### **Century Family**

The development of the Century family took a different turn when Benton designed Century Oldstyle in 1906. Released in 1908-09, this typeface is much like Century Expanded in weight and height, but with old-style serifs. An ATF ad in 1909 called it the newest and by far the best old-style ever designed. Century Oldstyle Bold was designed and cut in 1909 and Bold Italic.According to Charles Shaw, "The rugged simplicity

The family originates from a first design, Century Roman, cut by American Type Founders designer Linn Boyd Benton in 1894 for master printer Theodore Low De Vinne, for use in The Century Magazine. ATF rapidly expanded it into a very large family, first by Linn Boyd, and later by his son Morris. Century is based on the "Scotch" genre, a style of type of British origin which had been popular ivn the United States from the early nineteenth century and is part of the "Didone" genre of type popular through the entire nineteenth century.

- of the Century family of types has made it an enduring favorite of American typographers for almost one hundred years. Beginning as foundry type, Century has withstood a series of technical transformations into Linotype, Monotype, Ludlow, phototype, transfer type, digital type, and Xerox-like 'toner type'." Century is a family of serif type faces particularly intended for body text.

Its design emphasizes crispness and elegance, with strokes ending in fine tapers, ball terminals, and crisp, finely pointed serifs. Century Expanded and its variations have been copied extensively by Monotype, Linotype, Intertype, and Ludlow, under the same names.

Century Expanded Century Expanded Italic

**Century Bold** Century Bold Italic **Century Bold Condensed Century Bold Extended** Century Oldstyle Italic Century Oldstyle Bold Century Oldstyle Bold Italic

versatile **ATOTALLY TIMELESS TYPEFACE** 

### Aa Bc Cc Dd Ee Ff Gg Hh Ti Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

contrast, it also aids in easy legibility. and supreme court rulings. This modification was required for keyboard sizes but was carried into display sizes as well. Linotype offered a faithful copy-

Condensed was designed in 1911 ry Expanded family. Another related pantagraph during the cutting of mats. typeface is Schoolbook Oldstyle (q.v.). Retreating, perhaps, from the large x-height of Century Oldstyle, a modified oldstyle named Century Catalogue was brought out by Benton in 1917 with longer ascenders but essentially the same general design. Curiously, Century Catalogue Italic was cut from the patterns for Basker=

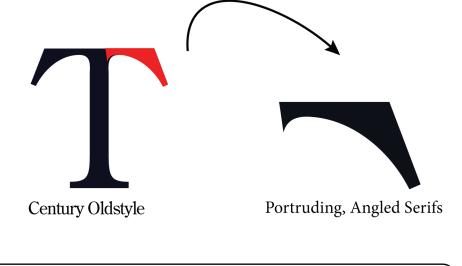
Century Oldstyle has -of Century Oldstyle in 24-point only-origimore contrast within earlier Century nally under the same name; later it was of Century Catalogue Western Type faces because it blends features renamed Old Style No.7, although it is Foundry and its successor, BB&S, of transitional and modern serifs. not at all the same typeface as smaller offered Century Roman; however, sizes shown under that name. Intertype this was a copy of Century Expanded It has a Tall x-height, aiding offered Century Oldstyle only in 36-point, rather than the original Century readability. Also, due to moderate levels but copied the Monotype version in some Roman of ATF. Three mystery small sizes under the name Old Style names turned up.. An Intertype list Both the g and the a are double story No.9. Monotype Century Oldstyle has includes "Cent. Schoolbook Bd. characters It isn't a revival typeface, another distinction. Quite a number of with Italic." but if this means Bold but it is under the Century family. typefaces have alternate long descenders, Italic, no other trace of it has been Century Oldstyle is commonly seen but this typeface also has alternate found. A Monotype list includes

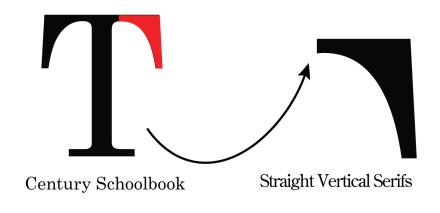
In 1910, while Bold -ville Italic. Except for the caps A, V, and W and the omission of swash letters, but not released until 1915. Although the typefaces are almost identical in closely related, the Century Oldstyle the 18-point size; in smaller sizes the family is not really a part of the Centu- Century typeface is wider, as modified by

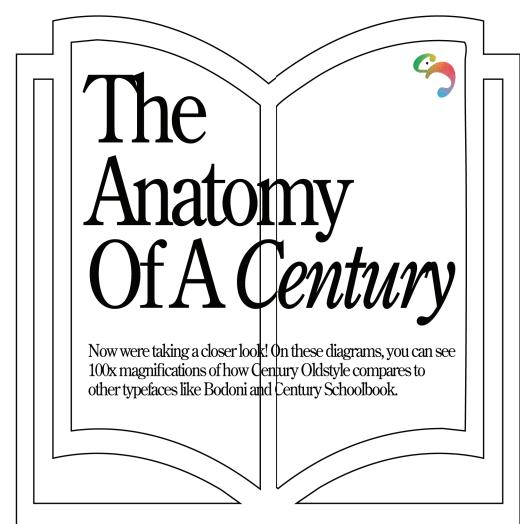
With these, it is suggestive under textbooks and children's books, long ascenders in the 12-point size. "Century Mono-Photo, No. 520," and "Century Text, No. 618," both indicated as being made as matrices for metal typesetting, but it has been impossible to identify them

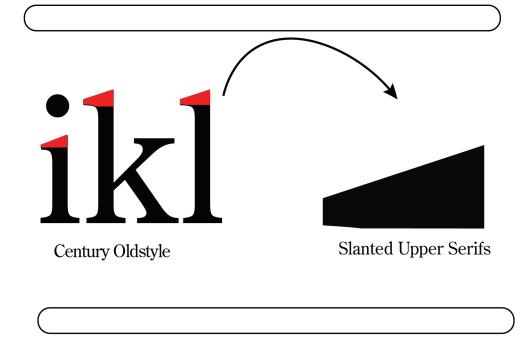
What made Century Oldstyle so different from the rest of it's family though? Despite it having various similarities to other typefaces like Century Schoolbook, there are still unique qualities. In this article, we talk about things such as the tall X-height and it's blend of modern and traditional serifs.

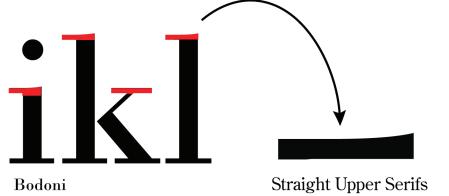
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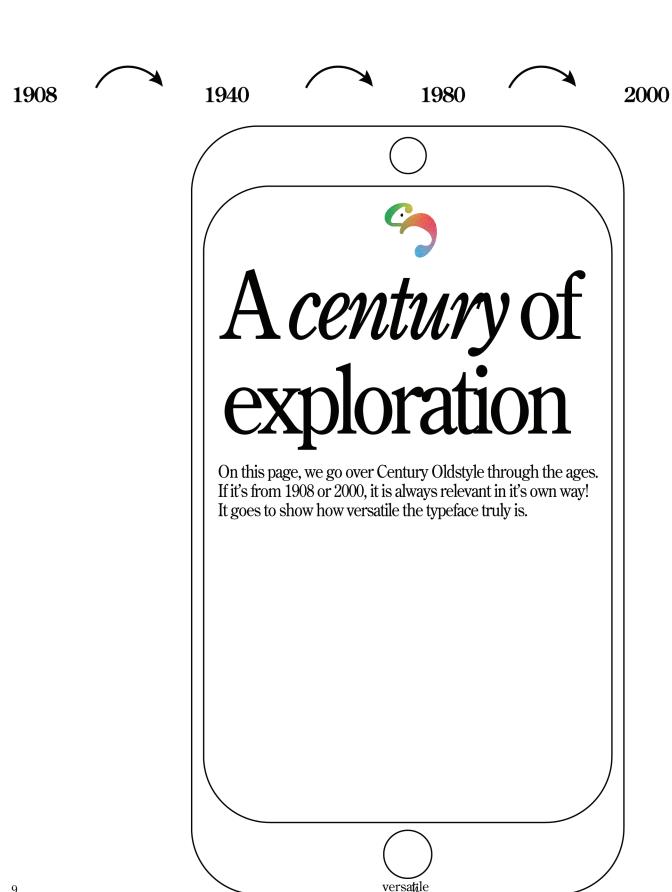








versatile 6 ATOTALLYTIMELESSTYPEFACE

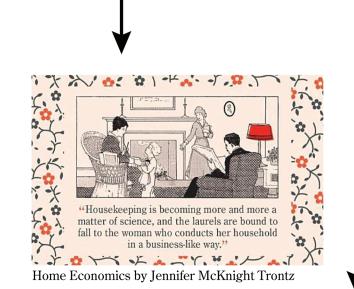


Neutraface and Century Old Style strike the perfect tone for this book of domestic tips that hearken back to the "simpler times" of early to mid 20th century

Some of those ads, like this example from 1980/81, shouted "WHO CARES?" in large print across the top third of the page followed by a features a photo of Reagan and Bush at a quote from the featured spokesperson warning the reader about the dangers of riding a motorcycle without protective gear.

Original campaign button from the Reagan Bush presidential election. Button podium with the words "The time is now."

Audo Copenhagen is a interiors and homewares brand created through the merger of two businesses, by Lassen and MENU. Launched in 2023, the label combines a history of Nordic modernist design with a modern and international perspective.

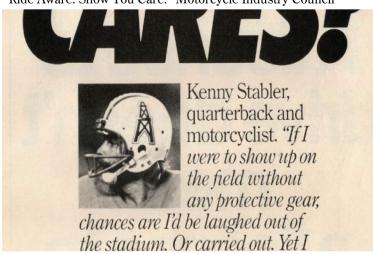




Ronald Reagan 1980 presidential campaign buttons

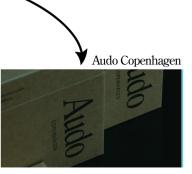


"Ride Aware. Show You Care." Motorcycle Industry Council



Audo Copenhagen







YUCA magazine, issue #2

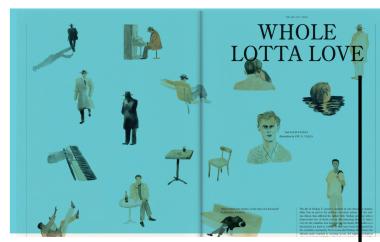
## Old, But Definitely Not Old In Style

Here are the Modern usages of Century Oldstyle. Wether it be for advertisements, or for magazines (just like this one), Century Oldstyle is still very prevalent to this day!



Her

### Observatoires



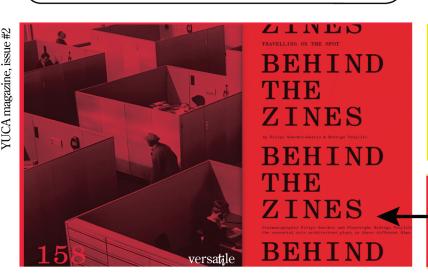
WHOLE LOTTA LOVE

YUCA magazine, issue #2

Audo Copenhagen



ATOTALLYTIMELESSTYPEFACE



IN HARMONY WITH TIME AND SPACE

BEHIND





# Old Type New Opinions

Although Century Oldstyle has been around for a while, it's still talked about to this day! In this page, read about others general thoughts about the typeface from online users across vvarious digital platforms like Reddit.

#### A word from the author

Growing up using Google Docs, I was always told about the importance of using a serif when appearing formal. This means that I grew up using typefaces like Times New Roman to make my pieces look better! Century Oldstyle was no different.

However, after growing up and being an art student for several years. I've learned the importance of when not to use formal typefaces and

-when it is important to. One thing that I love about Century Oldstyle is that it's just so "versatile" lol. You can use it across so many forms of medium and still have it fit really well. The versitality really shown through in this magazine but also other pieces that I've made. Instead of just fading into the background like other versatile fonts like Helvetica, or Garamond, Century Oldstyle enhances the content's aesthetic and adds personality and life! What are your opinions on the typeface?

If you want a testament to the institutional and intellectual quality of this font, look no further than rule 33 of the rules of the supreme court of the united states, which states:

"The text of every booklet-format document, including any appendix thereto, shall be typeset in a Century family (e.g., Century Expanded, New Century Schoolbook, or Century Schoolbook) 12-point type with 2-point or more leading between lines."

@pillowcushion 6 yr. ago

I actually was aware of this. I researched fonts before I selected it. When I decided to put together a template for the minutes, I accidently fell headlong into typography.

@IDruhanC 5 yr. ago

When I was in school, there were several occasions on which I spent more time choosing a typeface for a paper than actually writing it.

@prikaz\_da 6 yr. ago

-Hahaha, one of us, one of us @ilobes 6 yr. ago

#### What do you even like about the font?

Easy to read, used in childrens books/textbooks. Hence the name. Good for people with poor evesight when set at a large point size, like 14 pt. Ideal body font for publications geared towards senior citizens.

@Fotohead 846 vr. ago

#### Is there any typeface you like better?

It's hard to go wrong with it. That said, I think Primer (by Rudolph Ruzicka for Linotype) is superior. Too bad the only available digitization (Century 751 from Bitstream) isn't that great.

@SaiyaJedi 6 yr. ago

16

It is fine. If you have to use a font that comes with Windows, then that is probably the best font you can choose for the genre. If you can buy or download fonts, you can do better: youc an buy ITC Century or Eames Century, or download Old Standard TT for free.

@thiagovscoelho 6 yr. ago ●●●

versatile

ATOTALLY TIMELESS TYPEFACE

#### Telephone Directory

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INDIANA HARBOR, IND.
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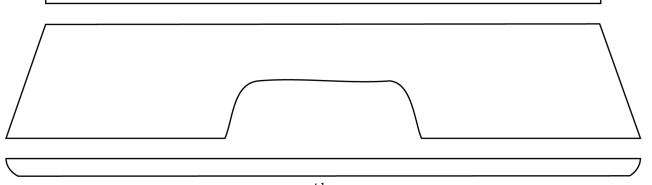
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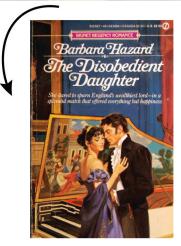
East Chicago Telephone Directory, March 1941

## A Century In Retrospect

Ever wondered how Century Oldstyle was utilized in the past? From literature, posters, and telephone books, it's everywhere!

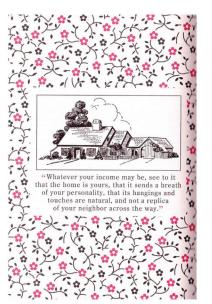


#### She dared to spurn England's wealthiest lord—in a splendid match that offered everything but happiness



"Whatever your income may be, see to it that the home is yours, that it sends a breath of your personality, that its hangings and touches are natural, and not a replica of your neighbor across the way."

Barbara Hazard paperbacks, Signet Regency Romance



Home Economics by Jennifer McKnight Trontz



And closeness is what Norelco is all about.

A. Rechargeable Tripleheader 50 VIPTM. The ultimate shaver: revolutionary adjustable dial with 9 closeness-comfort settings and up to twice the shaves per charge as any other rechargeable. B. Tripleheader 40 VIP. Our unique rotary shaving system plus adjustability to suit your beard, your skin. The VIPs , a new standard of closeness. C. New Lady F. Speedshaver® II 20. Inexpensive shaver with where convenience at an economy price

Norelco Home Beauty Salon® 35LS. A faster, closer shaver plus eleven glamorous grooming gifts for manicure, massage and facial. D. Lady Norelco 20L. Extra-large head and trimmers to shave very fast and close. E. Lady Norelco 15L. A beautiful inexpensive gift gracefully designed for a woman's hand.

famous Norelco floating heads. G. Cordless 20B. Perfect portable: shaves up to 7 weeks on 4 penlight batteries. H. Tripleheader III 35T. Rotary blades, floating heads, pop-up trimmer—the unique combination that has made it the world's best-selling shaver. I. Rechargeable Tripleheader 45RT. Shave-any-

#### And closeness is what Norelco is all about.

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"Christmas is a time for closeness" Norelco ad

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