



Clarendon

Study of A Typeface

IN 1845, CLARENDON was created by Robert Besley of Fann Street Foundry. This British, slab serif typeface quickly became popular among foundries (places that make & sell typefaces) because of its readability and attention-grabbing nature. Its popularity grew outside of Britain, being used in Wanted posters and even toy blocks. Today, it can be seen in the logos for Sony, Wells Fargo, and more.



SONY[®]

Ruby
Tuesday


STARBUCKS[®]
CHOCOLATE

WELLS
FARGO

Tonka[®]

Point Sizes

Five 5
Twelve 12
Twenty Three 23
Thirty Five 35
Forty One 41
Fifty Nine 59
Sixty Three 63
Seventy Four 74

“Even with its ability to demand attention, it does so in a gentle way that does not alarm, but speaks to you in a firm and loving voice.”



3 STYLES

- *Light*
- *Roman*
- *Bold*

LIGHT

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ

abcdefghijklmnpq
rstvwxyz
0123456789

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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