

Type Specimen

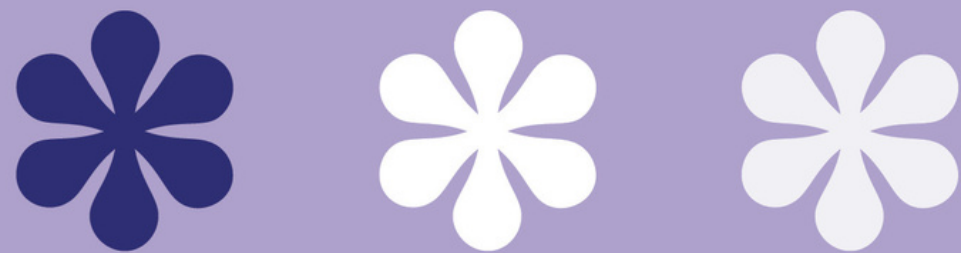
Book/Motion for Mrs Eaves

Olivia Mignon

Research

I researched the font families, ligatures, history, and uses of the Mrs Eaves font

Mrs. Eaves



Type Category: Transitional Serif

Identifiable Characteristics:

- Reduced x height of lowercase
- Wide proportions
- Loose, uneven tracking-
not ideal for body text
- Ligatures “fi” “ffi” “fl”
- Swashlike tail on Q
- Rounded, Thin serifs
- J is below baseline

Type Designer: Zuzana Licko

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ZÀÁÂÉabcdefghijklm
nopqrstuvwxyzàá&12
34567890(\$£€.,!?)

Brief History: Mrs. Eaves was designed in **1996** by Zuzana Licko. She was inspired by Baskerville, which was created in 1757 in Birmingham, England, by John Baskerville. Baskerville wanted to push the contrast between thick and thin strokes in his typefaces to show off new printing and paper making techniques of the time. Because of this, his Baskerville font and others were heavily criticized for being unbalanced and the strokes being too thin and “perfect” (Fonts).

Licko worked with her partner Rudy VanderLans to found a font distributing business called “Émigré Graphics.” It “accommodate[s] pioneering typefaces by a broad group of designers and artists,” and is now one of the top font distributors in the world (Creative Characters). Licko acts as the curator for Emigré Graphics. Mrs Eaves has outsold all Emigre fonts.

She discovered Baskerville while studying type in the Bancroft library at the University of California. She wanted to adapt the Baskerville type because she said she could “sympathize, from personal experiences what it was like to have your work criticized by all your peers and critics.” She based her design on printed samples of Baskerville, because they were heavier and had more character due to “imprint of lead type into paper and the resulting ink spread” (Mrs Eaves from Emigre).

Most Common Uses: Mrs Eaves is good for use in display contexts because the low x height and combined unusual characters and ligatures. Mrs Eaves is most commonly found in literary contexts, adorning book covers and blurbs on dust covers. When originally released in the 90s, it went viral and appeared everywhere, such as on junk mail and websites. It is thought to have inspired curlique typefaces in early 2000s Paris Vogue and Rolling Stones magazines.

Mrs Eaves Font Family

Mrs Eaves Roman
<i>Mrs Eaves Italic</i>
Mrs Eaves Bold
MRS EAVES SMALL CAPS
MRS EAVES PETITE CAPS

Ligatures:

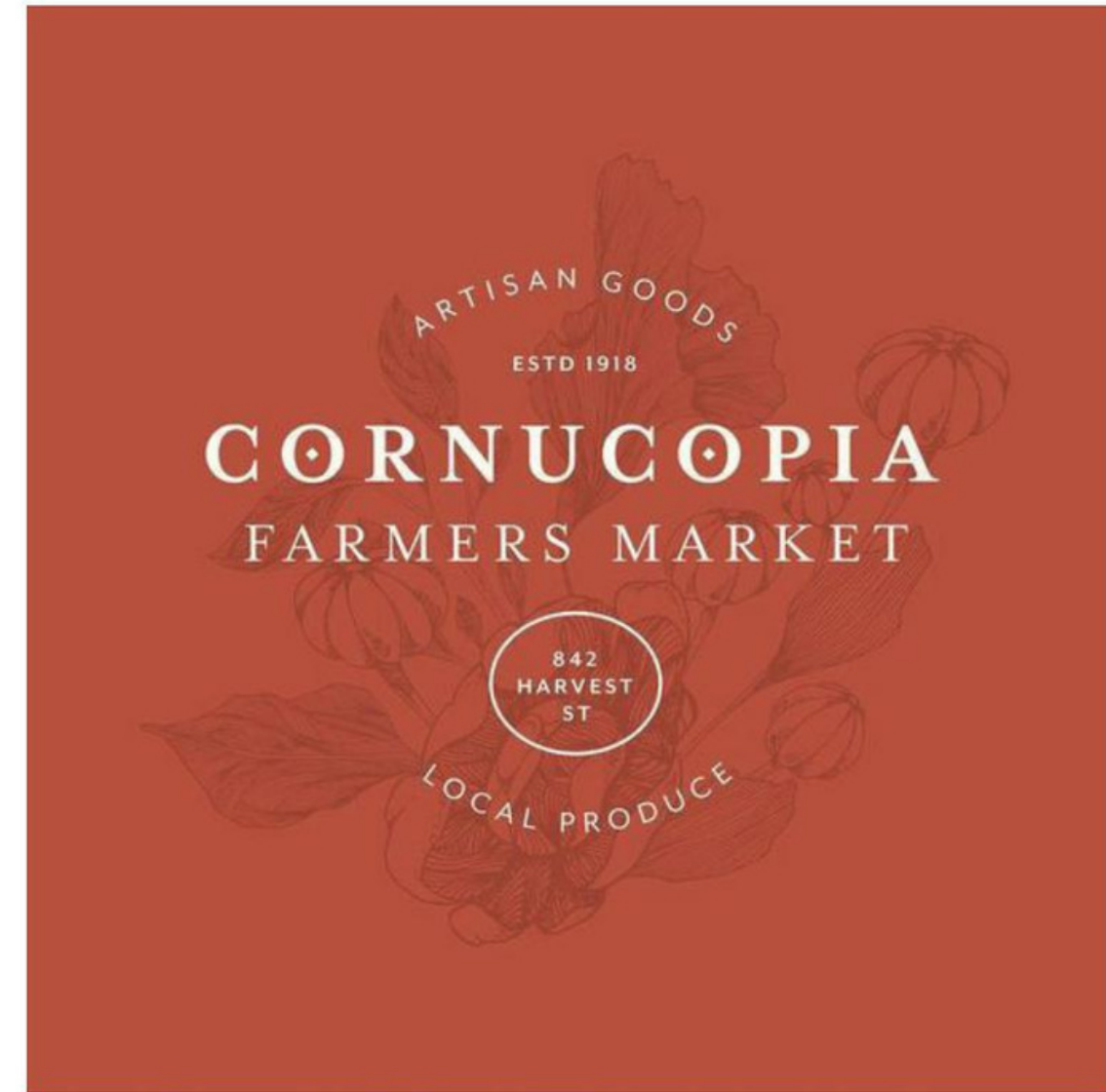
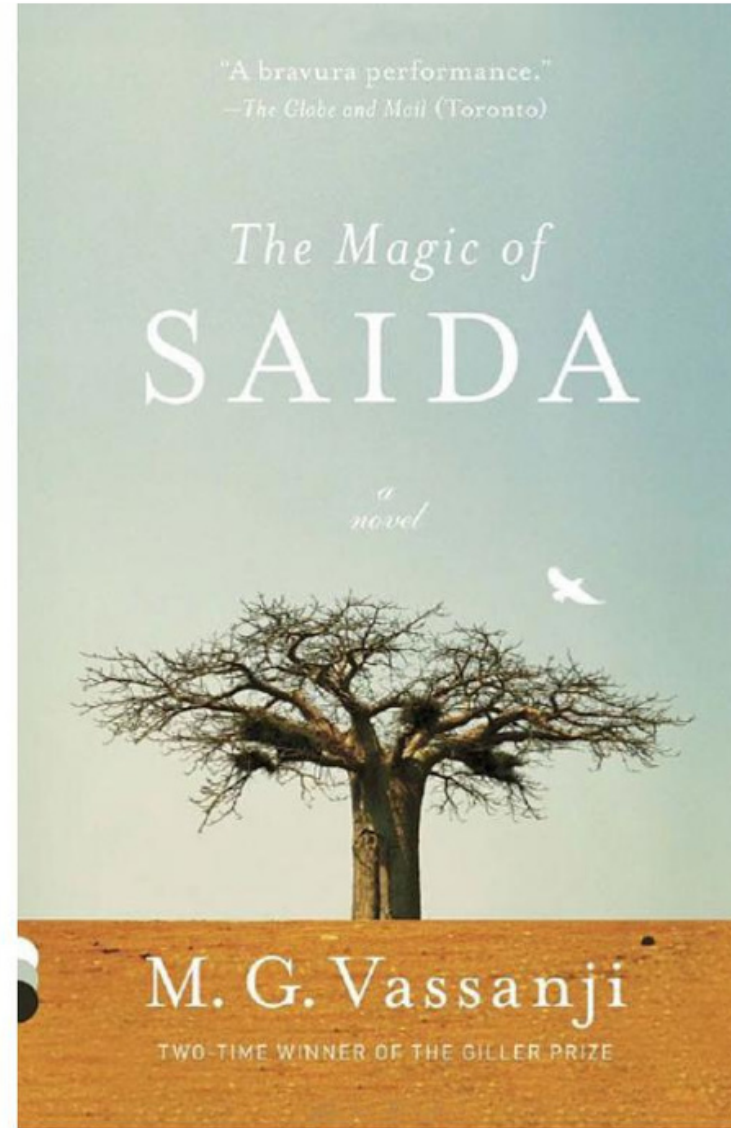
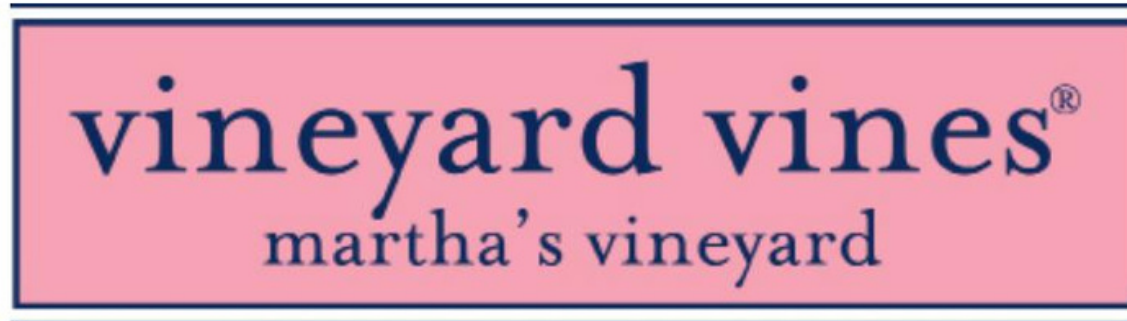


AA Æ A MB MD ME
FF FI FL HE LA MP NK
NT O O O E
E HE RTT TW TY Th
UB UD UL UR
æ æ chy ct ee fb fh fi fj
fl fr ft fy ff ffb ffh ffi fff
ffl ffr fft ffy gg gi gy ggy
ip it ky oe æ py sp ss st
tw ty tt tty

How it is described: Mrs Eaves is thought of as very elegant, curlique, fanciful, and unique. Some characters are unusual, “the W being narrow, the L uncommonly wide, the flare of the strokes leading into the serifs unusually pronounced” (Mrs Eaves from Emigre). Loose spacing makes it ramble in body text. However, it resonates with people because of the paradox of “imperfect, yet pleasing.” For example, historian Robin Kinross pointed out the limitations of Mrs Eaves, including the loose spacing,

in body text. However, it resonates with people because of the paradox of “imperfect, yet pleasing.” For example, historian Robin Kinross pointed out the limitations of Mrs Eaves, including the loose spacing, yet also gave the font honorable mention in the American Center for Design competition in 1999.

Examples of Usage:



Works Cited

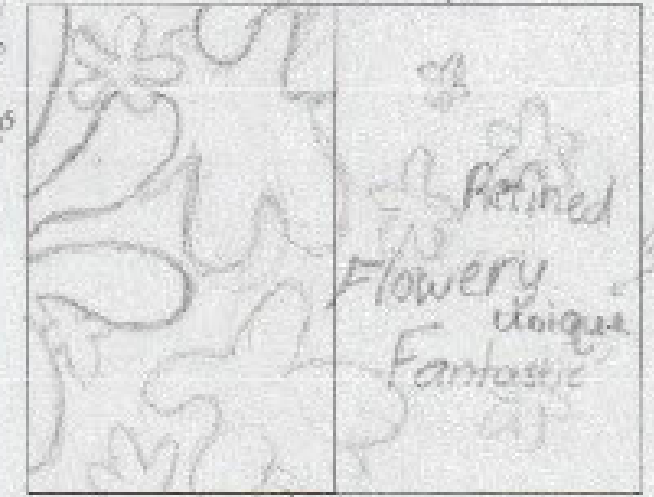
- “Creative Characters Interview with Zuzana Licko, June 2016.” MyFonts, www.myfonts.com/newsletters/cc/201606.html.
- “Fonts.” Emigre, www.emigre.com/PDF/MrsEaves.pdf.
- Garfield, Simon. *Just My Type*. Profile Books., 2012.
- “Mrs Eaves from Emigre.” Adobe Fonts, fonts.adobe.com/fonts/mrs-eaves#about-section.
- “Mrs. Eaves.” ODU Graphic Design Theory, 4 Apr. 2011, odudesigntheory.wordpress.com/2011/04/04/mrs-eaves/.
- Rawsthorn, Alice. “About Typeface.” *The New York Times*, *The New York Times*, 26 Feb. 2006, www.nytimes.com/2006/02/26/style/tmagazine/about-typeface.html.

Thumbnails for Type Specimen

I tried to show how Mrs Eaves is a beautiful, quirky, and curlique font. I made a page that displays the ligatures, the history of the font and its use in literary books.

swap order

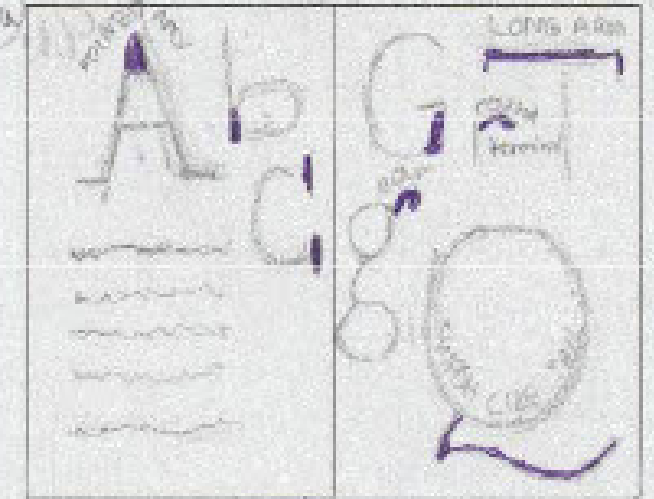
Describing words



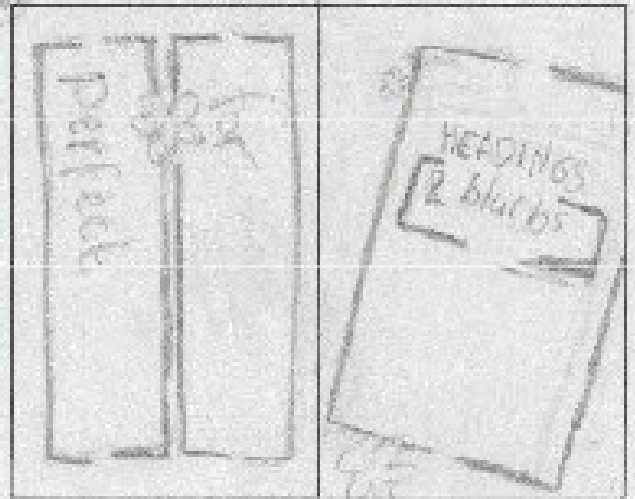
2a Ligatures



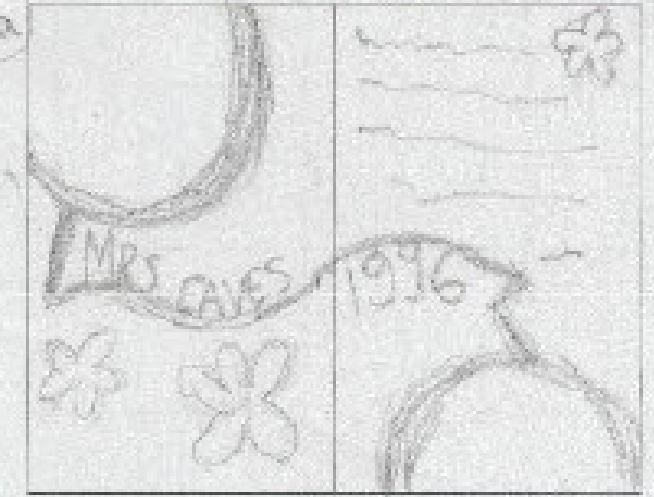
Parts Labeled



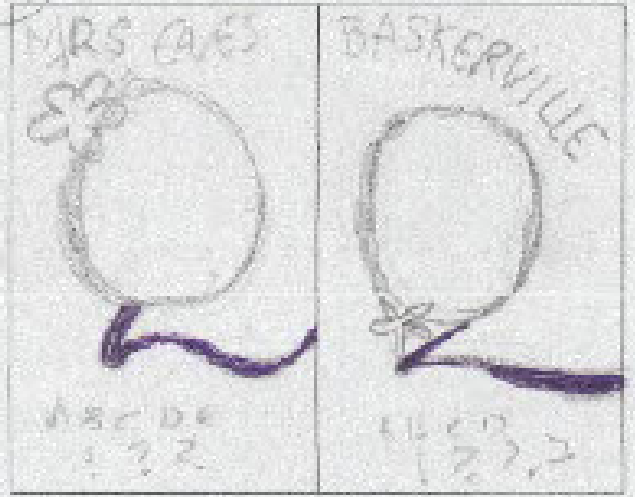
4a Headings + Blurbs



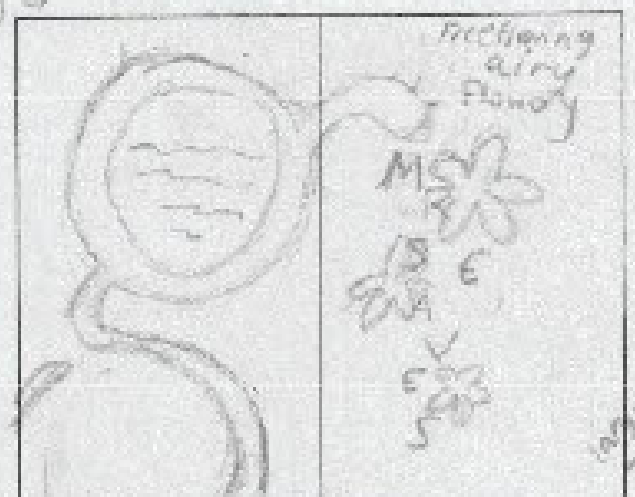
5a Narrative/History



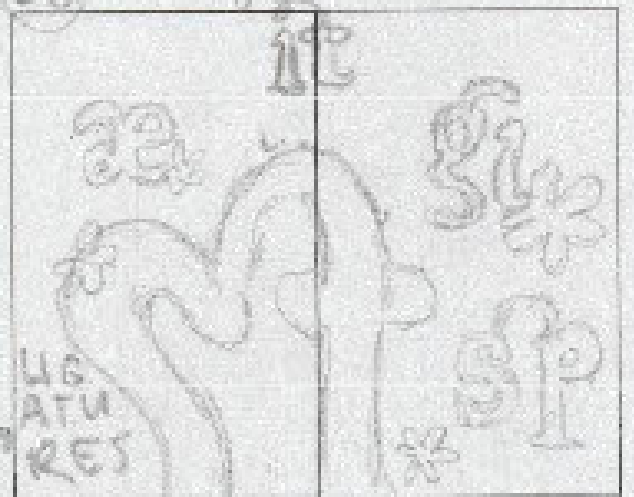
6a



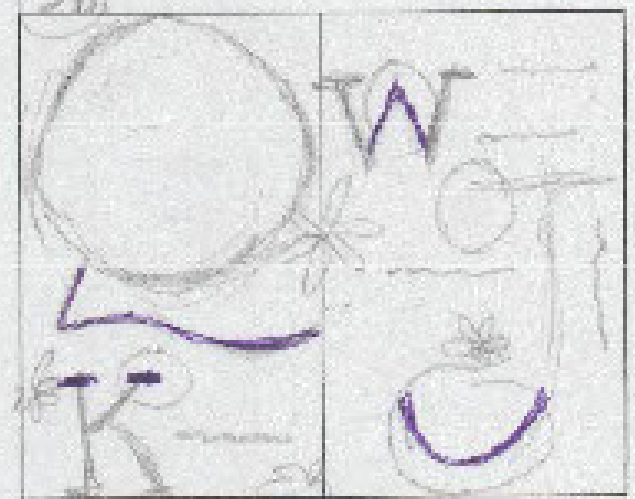
1b missing part?



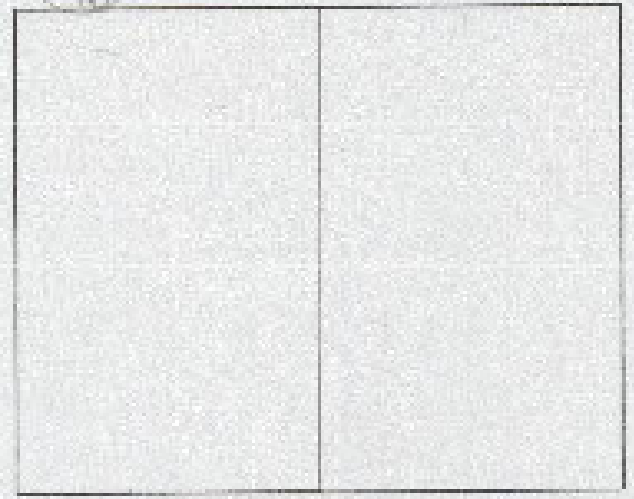
2b Ligatures



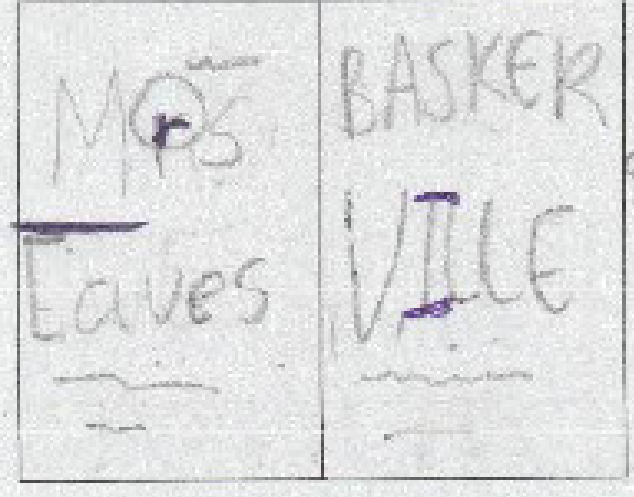
3b



4b



6b



highlight differences

Refined Sketches

I enlarged my thumbnails and drew them in the dimensions for the finished book, I refined the sketches and moved some things around.

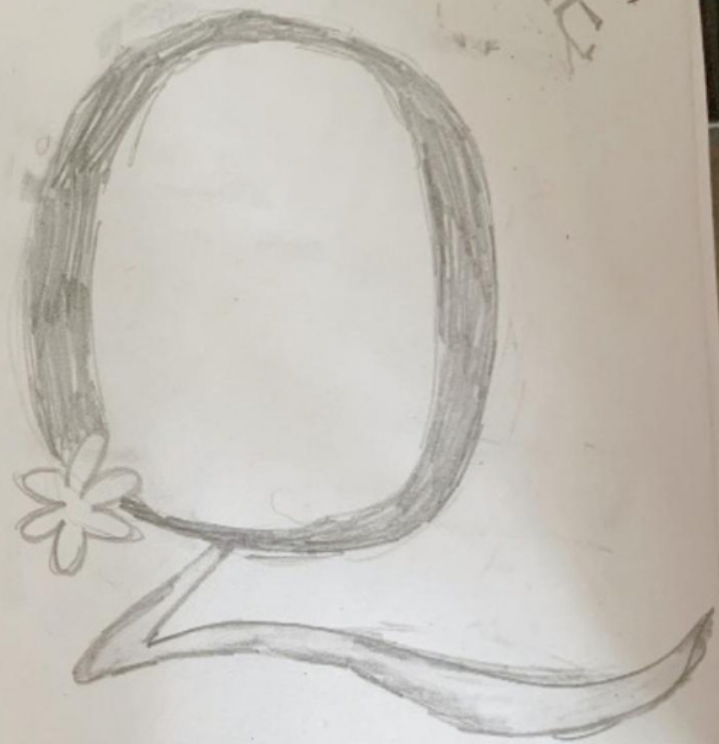
MRS EAVES



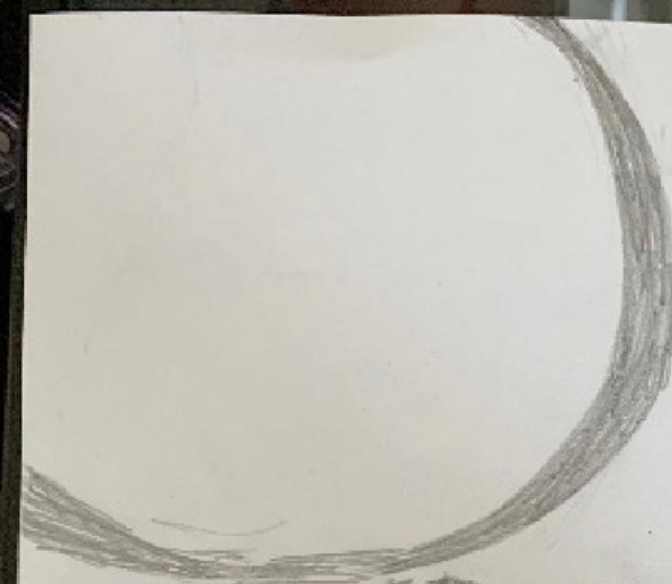
Mrs Eaves was adapted from Baskerville with... named after his wife

ABCDEFGHIJK
LMM
a b c d e f g h
1 2 3 4 5 6 7

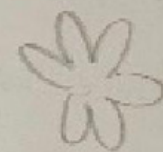
BASKERVILLE



ABCDEFGHIJK
LMMN
a b c
1 2 3 4

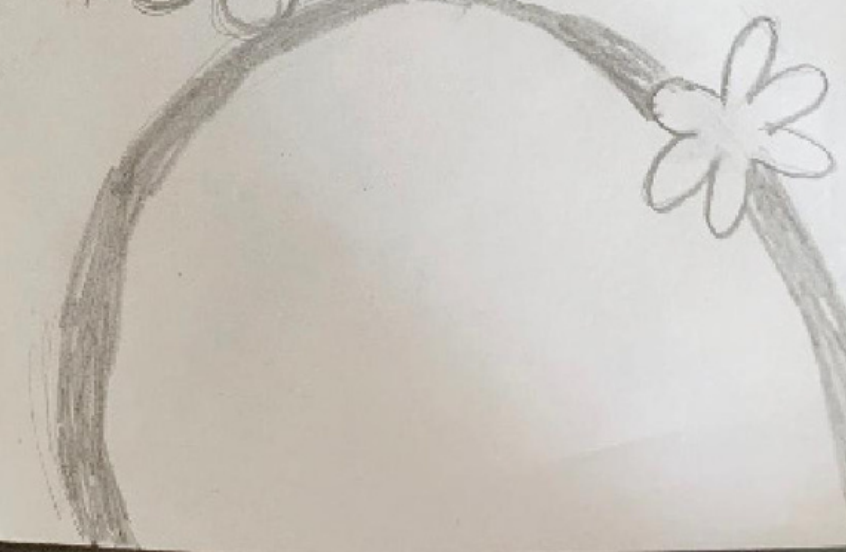
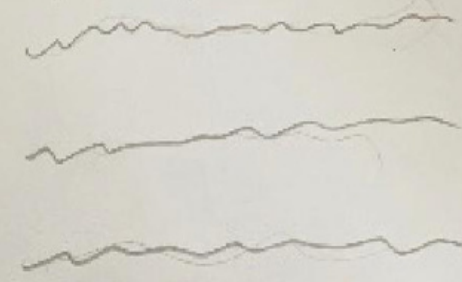


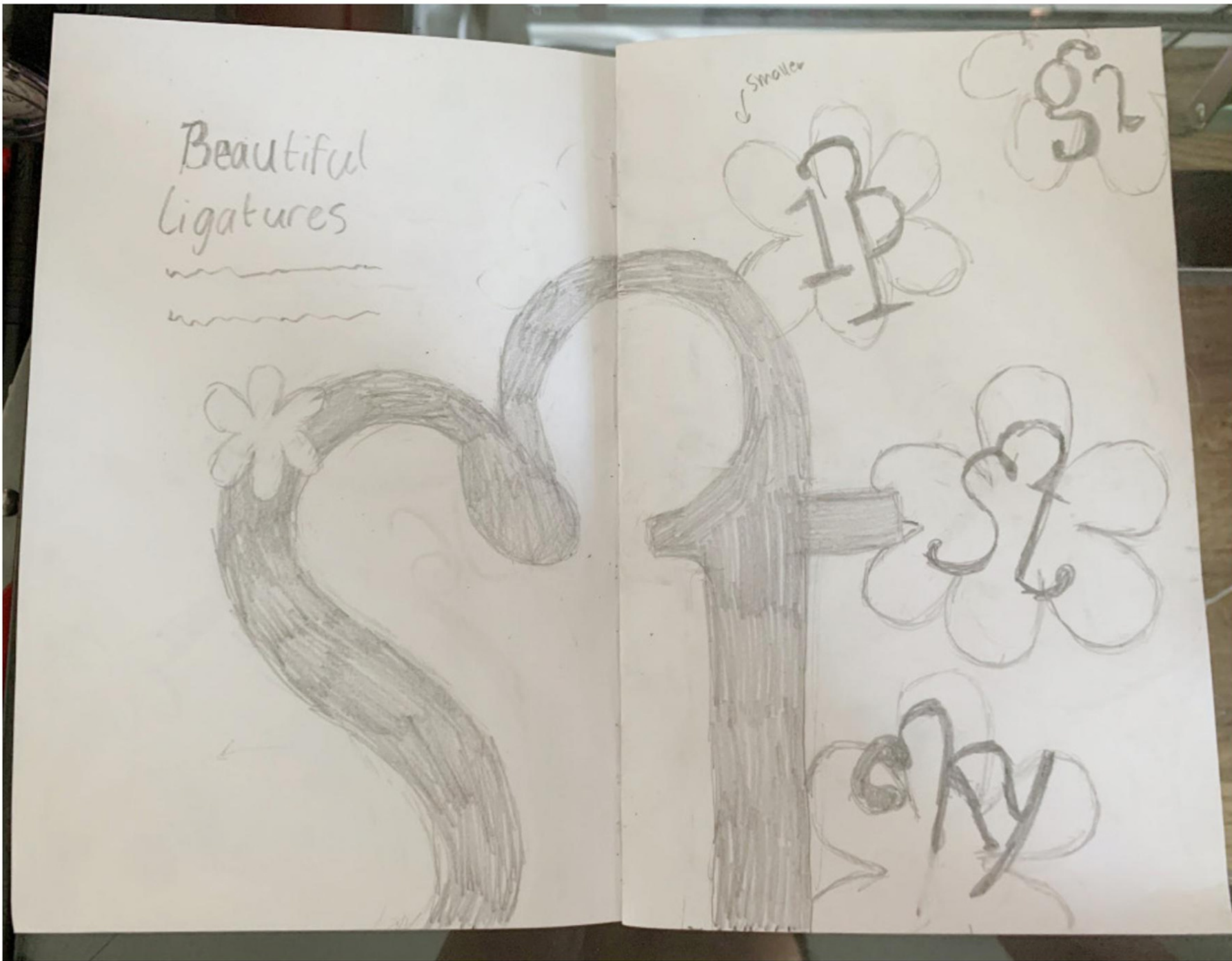
MRS EAVES

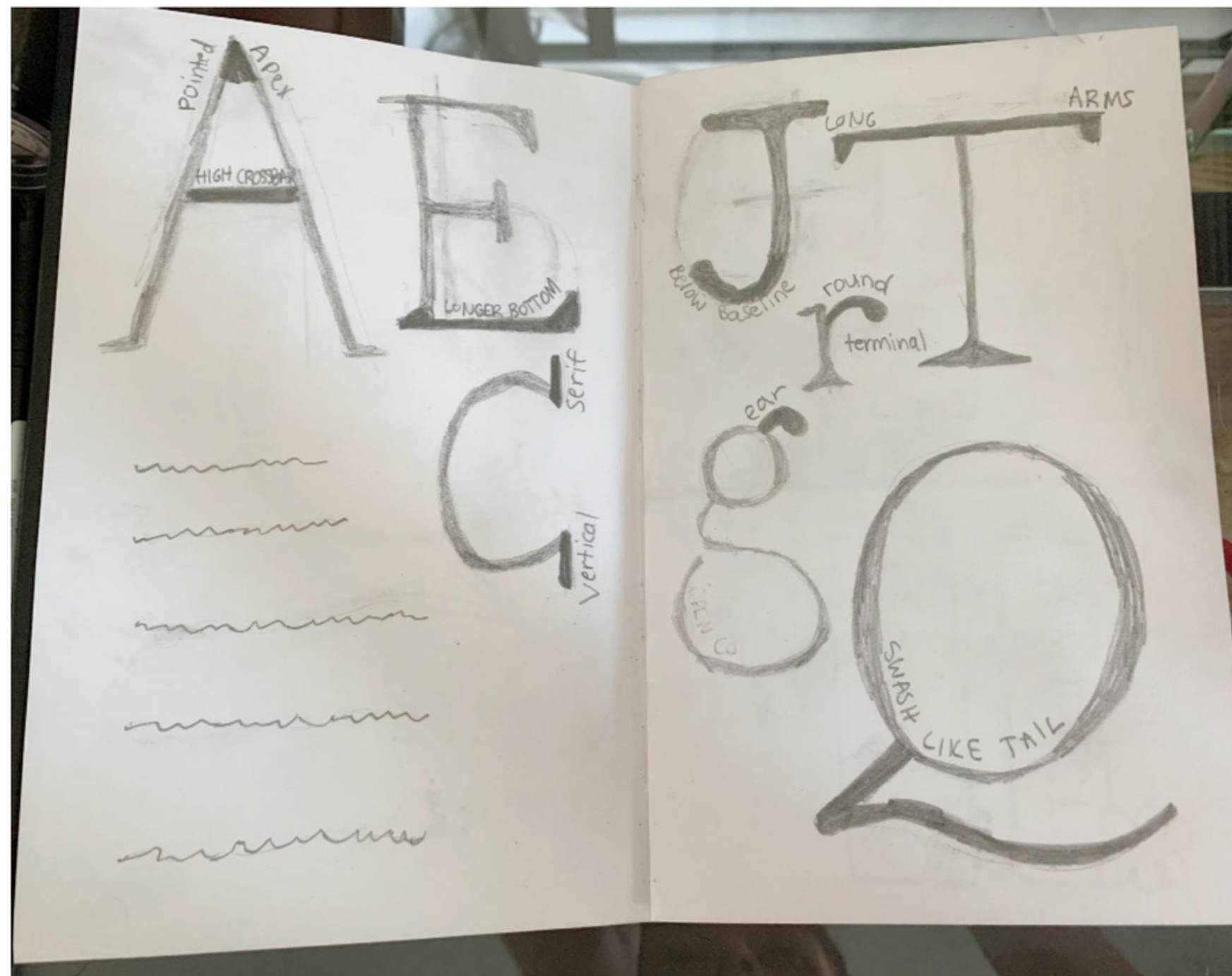
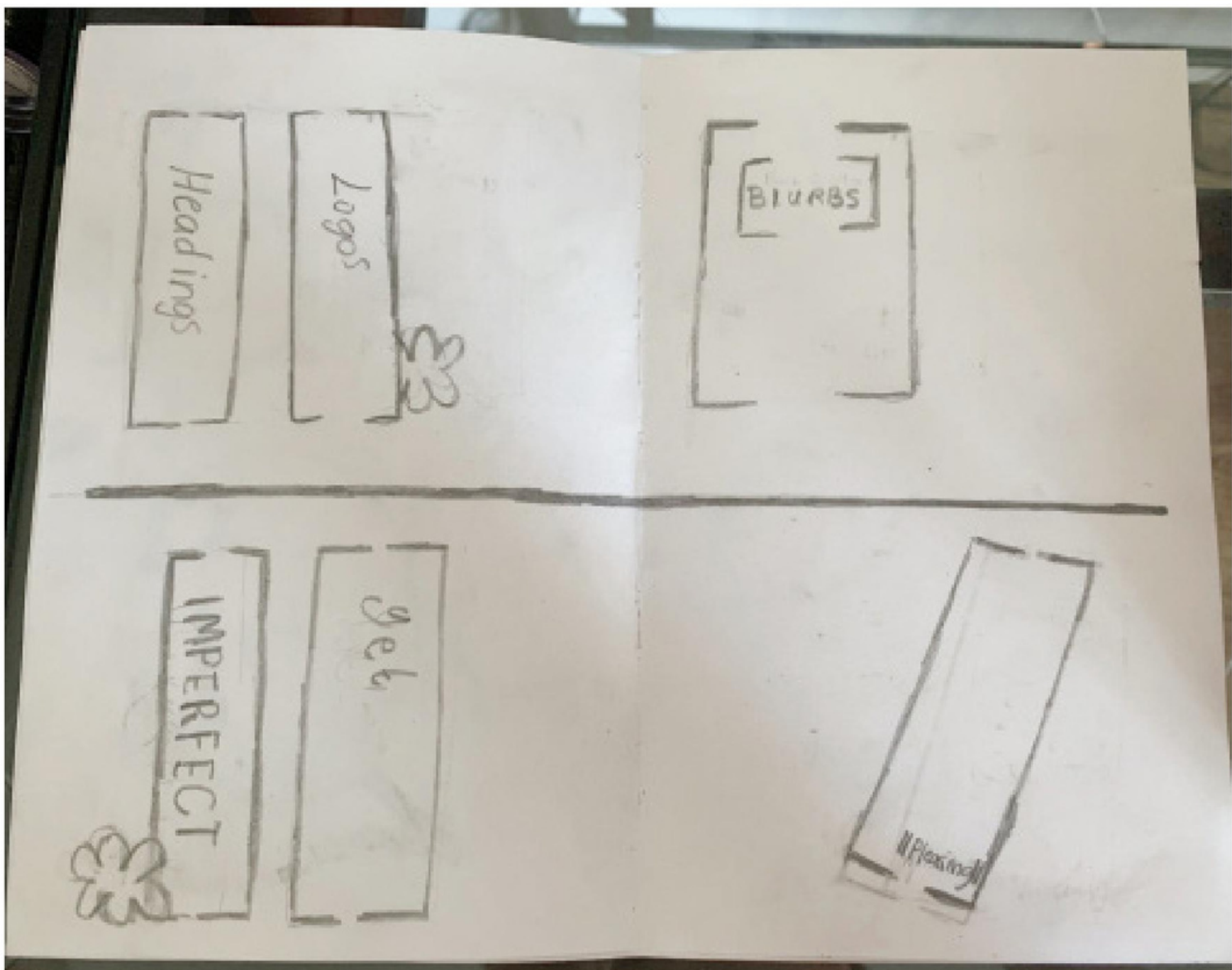


1996

HISTORY





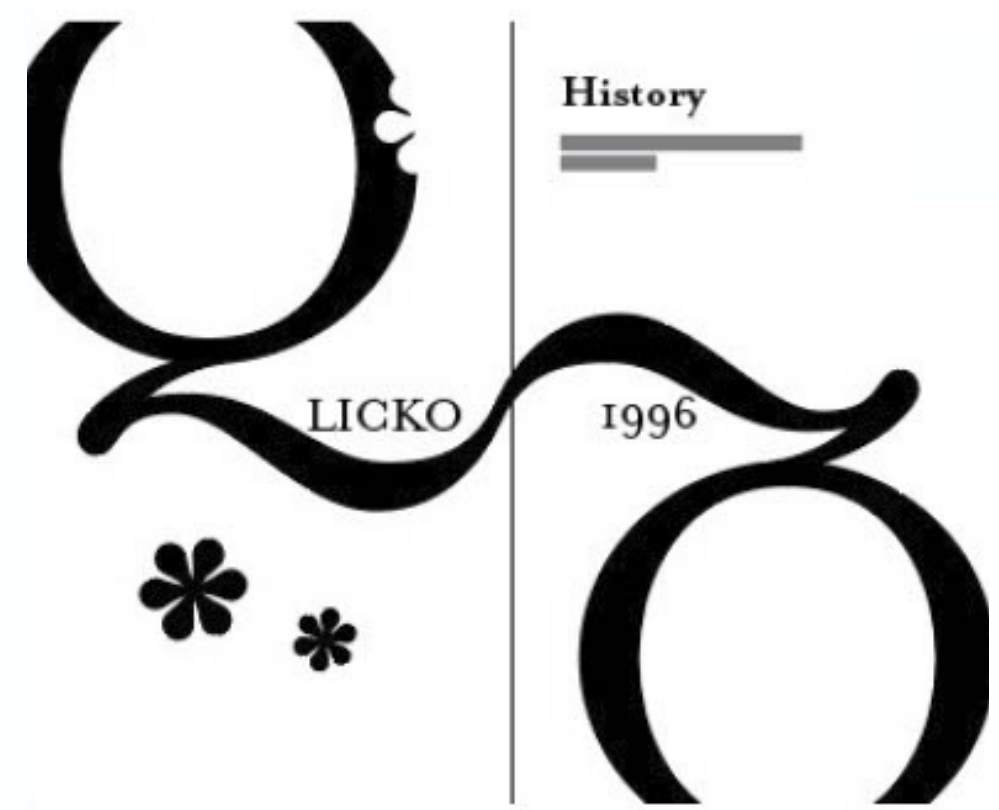


Computer Roughs

I began translating the sketches to Adobe InDesign. I played around with the cover and making it look like the “M” stopped to pick the flower. It isn’t reading too clearly yet.


 M rs
 Eaves




 LICKO
 1996



Computer Roughs Development

I added text and refined a lot of spreads. I also played around with color and an analagous purple palette. The light purples and pink are colors that are unique and somewhat quirky since they are not part of ROYGBIV. I changed the book spread to a list of things and products Mrs Eaves can be used for.



Literary Headings 45pt

CAPTIONS BLURBS EMOSSERS 17

BRANDING MENUS 46

BOOKS Poems 30

STAMPS NOES 30

forwards Stationary 25

Wedding Invitations 40

LOVE LETTERS 65

Dust Covers Flaps 60

Calenders Newspapers 40

Trips to bookstores are always a treat for us as we find our Mrs Eaves shining out at us from dozens of book covers in the most elegant compositions, each time surprising us with her every talent.

—origo fonts



After Final Refinements

I had so much trouble coming up with a front and back cover. I ended up using an idea from my earlier thumbnails, where the “g” looks like a watering can. I plan to revisit this in the future. I also fixed minor things in each spread, and moved everything further from the gutters and margins.

Style frames for Type Specimen in Motion

I plan to play a lot with the position, opacity, scale, rotate, and color changing features in AfterEffects. The frames I created reflect the color palette and flowery asterisk theme in my type specimen book. In the last frame, I want the ligatures to grow when the rain hits them.

The text is surrounded by six stylized purple flowers with five petals each. Three flowers are arranged in a top row, and three are in a bottom row. The text is centered between the two rows.

Mrs Eaves

Sweet

Elegant  *Fanciful*

Curlique

Beautiful Ligatures

ck

ip

fl

Style Frames Development

I tried to use the color palette a bit differently than in my book, to create contrast. The purple color becomes a background in these style frames.



Quirky

Sweet

Elegant

Adapted from

Baskerville

äa

Beautiful Ligatures

ck

ip

gi

fl

Final Type Specimen in Motion

After feedback from my professor, I added a real rain effect to my video instead of using commas as raindrops. I refined my style frames and paired them with an upbeat audio that reflects the quirky and sweet nature of the Mrs. Eaves font. The movement of individual letters also adds character and narrative to the video.



Final Type Specimen

Mrs* eaves

Typeface by Zuzana Licko
Distributed by Emigre

A Classic Traditional Typeface

History
 Mrs Eaves is a transitional serif typeface designed by Zuzana Licko in 1996. It is an adaptation of Baskerville, which is criticized for being unbalanced and having too much contrast between thick and thin strokes. Licko based the font on heavier and have more character due to the spread of ink on the paper. The typeface is named "Mrs Eaves" after John Baskerville's wife, Sarah Eaves, who helped him to print and set type.

LICKO 1996

emigre

The typeface has many distinct qualities, including unusual characters, ligatures, uneven spacing and very pronounced serifs. Despite all its oddities, there is a harmony created when the characters are seen together. This has earned the font the paradox title of "imperfect, yet pleasing." It has led the font to outsell all others in the Emigre type foundry Zuzana Licko created with her husband.

Refined
 Roman

Elegant
 Bold Italic

Curlique
 Italic

FANCIFUL
 SMALL CAPS

SWEET
 PETITE CAPS

Beautiful Ligatures
 Mrs. Eaves ligatures are beautiful and clear, set at small or large sizes. They can add elegance to any design they are used in.

ip fl

ck cp

eky

ERVILLE

MRS EAVES

&&

44

??

Q Q widened letters

contrast between thick and thin strokes

A

below baseline

JJ

gkmn qryz

rounded ear

angled serifs

short x height

open counter

gkmn qryz 012356789

Literary Headings

CAPTIONS BLURBS EMBOSSERS

BRANDING MENUS

BOOKS

STAMPS

forwards

Stationary

Wedding Invitations

LOVE LETTERS

Dust Covers Flaps

Newspapers

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BASKERVILLE

MRS EAVES

Q Q widened letters

& &

less contrast between
thick and thin
strokes
A A

a

a 4 4
? ?

J J
below baseline

gkmn
qryz

rounded ear angled serifs short x height
gkmn
open counter qryz 012356789
012356789

Beautiful Ligatures

Mrs. Eaves ligatures are beautiful and clear, set at small or large sizes. They can add elegance to any design they are used in.





Curlique
Italic

FANCIFUL
SMALL CAPS

Refined
Roman

Elegant
Bold Italic

SWEET
PETITE CAPS

Literary Headings

CAPTIONS BLURBS EMBOSERS

BRANDING MENUS

BOOKS

Poems

STAMPS

NOTES

forwards

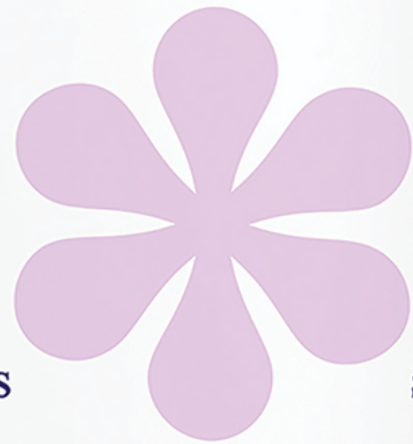
stationary

Wedding Invitations

LOVE LETTERS

Dust Covers Flaps

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—emigre fonts