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At the turn of the 20th century monolinear alphabets were often despised for their dullness. Typographers, therefore, took great pains to breathe some kind of individuality into the monotonous sans-serif scheme. They started with subtle differentiation in the thickness of vertical and horizontal strokes and finished by improving details. By this they arrived at a more decorative appearance of the type face which thus became more regardful of the eye of the bourgeoisie. **Ideal Gothic** is no exception. It is characterized by a correct stiffness which will improve the morals of every idea printed by this type face. The awkward curves of the italics are a little suggestive of late 19th century cast-iron garden furniture. The so-called "hidden" and, furthermore, curved serifs complete the inconspicuous charm of this type face. All its above-mentioned features, however, suddenly turn into advantages when we need to design a brochure, calendar or an annual report, or whenever illustrations dominate. It is not by accident that the basic design of Ideal Gothic has such a light tonal value – it competes neither with fine pencil sketches, nor with sentimental landscapes. It is also very suitable for maps, pub inscriptions, magazines and corporate identity.

Joseph Paxton

romantic medieval Gothic revival style

MENTMORE TOWERS

Alexander Thomson

Glasgow

Ideal Gothic.

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Ideal Gothic

16 pt.: Bᴏᴍʙᴀʏ Aʀᴄʜɪᴛᴇᴄᴛᴜʀᴇ came to be present through the British in the 18th and early 19th centuries. At first it was the neo-Classical style of architecture, but then a new style came to exist, one that reflected modern European fashions: **Gothic Architecture.** *Where The Classical has an orderly monochromatic presence, the Gothic style is expressive, disjointed with surfaces of lives colors, beautified with carved and narrative elements, consisting of flying buttresses, lancet windows and stained glass.* At first, due to the immense freed space it obtained, Gothic building only served as churches, as religious buildings built by people of the 11th century. However, soon enough

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Ideal Gothic Book

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