

Baskerville Value Pack

Aa Aa

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Baskerville Neo Text, Italic, Bold  
John Sans Bold

*If we may recommend  
a suitable  
font pairing,  
then John Sans goes to  
Baskerville Neo  
as burgundy  
goes to rabbit.*

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12/16 One of the most widely used typefaces in the world is actually a legacy of 18th century aesthetics, representing the spirit of late Baroque design, architecture, fashion and society. It has been created and printed for millions of readers around the world for more than two and a half centuries. It influenced many modern typographers. It shaped culture, education, entertainment and science, but also the development of typography itself. As a calligrapher and technical innovator, BASKERVILLE invented new design, papermaking and printing methods, and his typography is very natural and legible to this day. Graphic design today calls for clean and minimalistic solutions, where the use of historical typefaces can achieve a vivid contrast with contemporary elements on the page or screen. Baskerville is undoubtedly the best choice for any kind of publishing house. In keeping with the original inventor's spirit of excellence, we hereby offer its most advanced digital

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