

P R E S E N T I N G

BODONI EGYPTIAN

SMALL CAPS • LINING & OLD STYLE FIGURES • FRACTIONS

E I G H T W E I G H T S

A N H I S T O R I C A L F I C T I O N



“There are no limits that
have been decreed for art;
there is no artist who attains
entire excellence.”

—*The Wisdom of Ptahhotep*, Fifth Dynasty, 2350 BC

THE END OF THE WORLD



Here is the boundary of the universe as it appeared to the Ancient Egyptians—its appearance is still the same today.

Horus of the Rising Sun



The fearfully
mutilated face
of the Sphinx
glows every
morning in
the light of
the heavenly
body whom
it symbolizes.

POST-MODERNISM

BENEATH the classic signifier of identity, a novel aspect of Bodoni is revealed—its core architecture, stripped of the famous high contrast cloak. Further subverting typographic norms, a monoline of even width (in all but the heaviest weights) here describes upper case, lower case, small capitals and serifs. And yet a certain quaintness is evident; this is, after all, both deconstruction *and* speculative fiction.

SIGNATURE MAJUSCULES

C G R W

LOWER CASE BALL TERMINALS

a c f g j r y