





# Bookish


This is a stylish eased slab designed for use in books. It can be loosened a bit for text, or tightened a bit for headers. But, it works quite well the way it is designed.



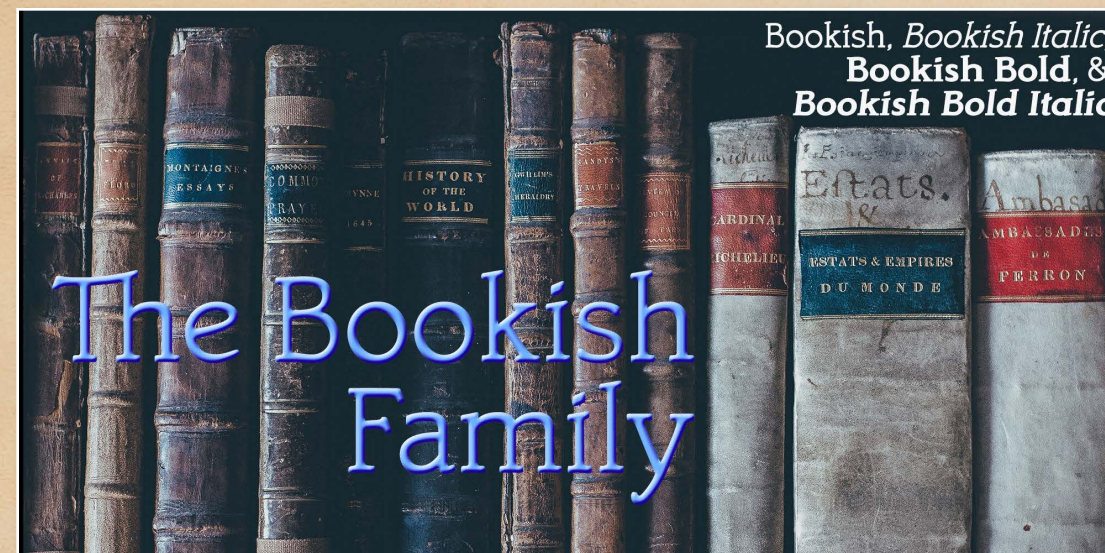
## The Bookish font family

 **Designed by David Bergsland:**  
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 **Released by the Hackberry Font Foundry:** November 1, 2016

 **OpenType Pro in Four styles:** Regular, Italic, Bold, & Bold Italic. The regular styles have my 2016 set of features: small caps, small cap figures, oldstyle figures, fractions, ordinals, lining figures, ligatures and discretionary ligatures. The bold versions have far fewer features: oldstyle figures and a limited set of ligatures and discretionary ligatures.

Published by  **RadiqX**  
PRESS



## This all started with a love for Jenson

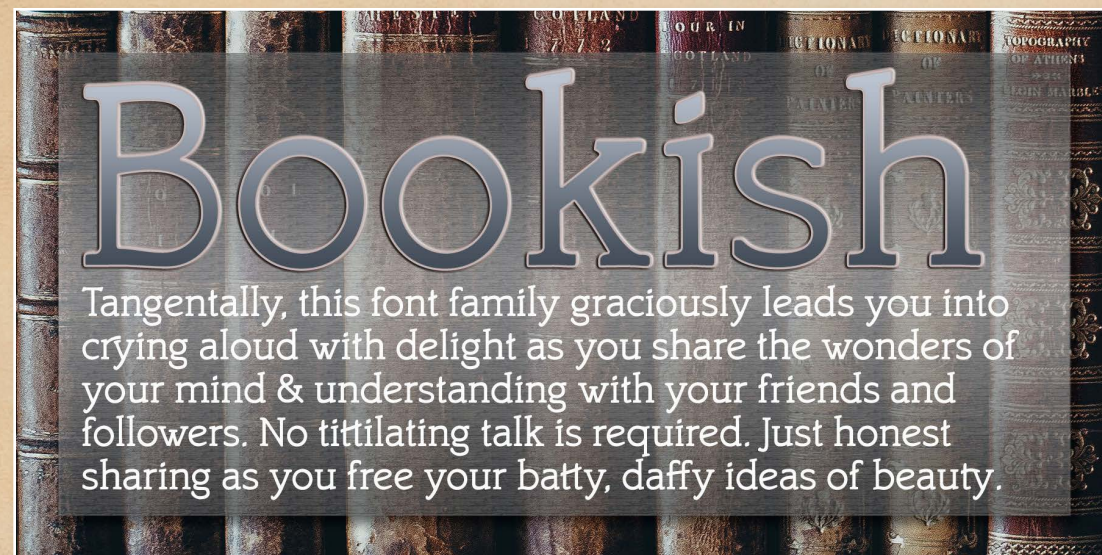
How far it came, as usual, as I wandered through the vagaries of font design. I wanted the general feel of a favorite old font, but softer, easier, and more comfortable. It's built on the same vertical metrics as my Librum Publishing Group. However, this family is not part of that group.

The reasons are obvious—or maybe not. There's not enough contrast with any of the fonts in the Librum group to make a workable pairing. But then Bookish could work well for heads with Librum. Or, it works good as a text font with oversized heads in Bream. I leave that up to your preferences.

All in all it works —*as you can see with this Bream Italic sample*



The Bookish  
family meets my  
needs very well.  
It is easy to read,  
stylish, and feels  
comfortable  
to the mind  
as the copy  
is absorbed...  
whoa! Where'd  
that come from,  
anyway? 🕯️



## Bookish

Bookish is a 4-font family specifically constructed for its use in book design: text or display.

ABCDEFGHIJKLMNOPQRSTUVWXYZ↑≡  
abcdefghijklmnopqrstuvwxyzryggfjbbffyf  
ABCDEFGHIJKLMNOPQRSTUVWXYZURME☞☒☒☒  
01234567890 0123456789 01234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ↑≡  
abcdefghijklmnopqrstuvwxyzryggfjbbffyf  
01234567890 0123456789 ☞☒☒☒

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ryggfjbbffyf01234567890 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ↑≡  
abcdefghijklmnopqrstuvwxyz  
ryggfjbbffyf01234567890 0123456789




## A little sample


To reword things a bit, I would call the art of using letters calligraphy—whereas the craft of beautifying letter usage is typography. But even that is over simplistic. My focus in this discussion is that craft of font design used for typesetting professionally.


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Special dingbats and characters in the fonts 

 The section symbol is replaced with an open ballot box

✓ A radical is now a check mark. You can kern it into the checkbox as needed.  See?


 The mu character is replaced by a heifer >grin<


 The logicalnot character is a special bullet of some kind.


 The pi is an email symbol


 The partialdiff is now an ewe


 The lozenge becomes a special bullet

 The Delta turns into a candle

 A summation is shown by a crown of thorns

 Approxequal is now a special bullet

 Product is an RSS symbol. Why? **Why not?**

 Integral turns into an old telephone

This is all whimsy. I hope you find them useful. Just use the Glyph panel in InDesign to access them or type the appropriate ASCII shortcut.



# Know this: Fonts are not typography— fonts are used to create typography.

I am not minimizing the importance of choosing fonts which are easy to read and comfortable for your target audience. But we mustn't confuse the tools and materials with the techniques for using those tools. In addition, we cannot focus on these two areas without maintaining the end product as our primary goal.

In this book, I'm focused on typography for books.

- ♥ **The fonts chosen:** (as well as the words & images) &
- ♥ **The drawing, image manipulation, and layout tools used:** &
- ♥ **The paragraphs, columns, pages, graphics, and formatting employed:** &
- ♥ **The final adjustments necessary:** to make the type beautiful and polished
- ♥ **Are all subservient:** to the beauty, clarity, and comfort experienced while reading and understanding the content of the book.

A book is all about the author communicating easily and comfortably with the readers. The readers should not even notice the book, but be drawn into the content unavoidably. The book design is noticed at all, it needs to be a pleasurable reinforcement of the content. It's rarely an end in itself.



November 1, 2016