

ITC Berkeley PRO Oldstyle

calligraphic
stress
VERY LEGIBLE
light & inviting color
SMOOTH WEIGHT
TRANSITIONS
classic x-height
exquisite
~ design details ~

IN 1937, A FRIEND OF FREDERIC GOUDY'S asked the noted designer if he would draw a typeface for the University of California Press at Berkeley. Goudy accepted the task gladly.

A year later Goudy had produced the foundation for the new type family. He was pleased with his work; in fact, Goudy actually considered *The University of California Old Style* fonts to be among his favorite designs. Unfortunately, the fonts remained the property of the university press and saw little use elsewhere.

In the early 1980s, ITC planned a revival of Goudy's *California Old Style* design. Aaron Burns, then president of the company, called Tony Stan to ask if he would be willing to take on the project. Stan was a world-class type designer who knew a great project when he saw it. He accepted, and work on *ITC Berkeley Oldstyle* commenced. Stan completed the design in 1983.

ITC Berkeley Oldstyle Pro

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890

BOOK ITALIC

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REGULAR

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ITALIC

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BOLD

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BOLD ITALIC

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BLACK

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ITC Berkeley Oldstyle Pro

8/10 BOOK & BOOK ITALIC

IMAGINE THAT YOU have before you a flagon of wine. You may choose your own favorite vintage for this demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal

8/10 MEDIUM & ITALIC

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12/14 BOOK & BOOK ITALIC

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