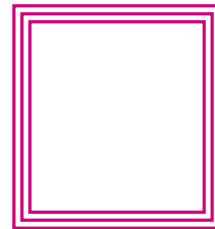


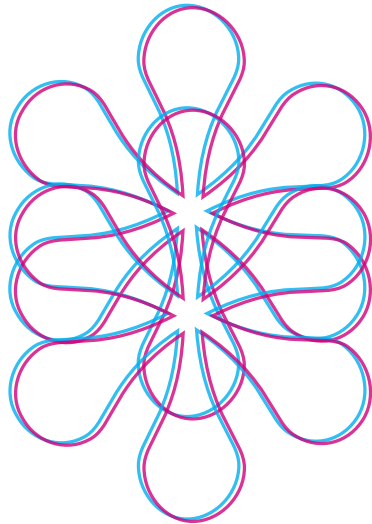
Ms
S
eave

First made by Zuzana Licko in 1996, Mrs Eaves debuted as a typeface that would later prove to revolutionize type design. Mrs Eaves was Licko's first attempt at a typeface, which was styled as an elegant reimagination to the widely known transitional serif typeface, Baskerville. In fact, Mrs Eaves was named after Baskerville's live-in housekeeper, Sarah Eaves. Although its kerning and word spacing is extremely loose which makes it hard to read in long lengths, Mrs Eaves can often be found in the scope of shorter literary usages and can be seen adorning book covers and relishing on the blurbs. As an honor to the original Baskerville typeface, the lightness and openness of Mrs Eaves was designed to be highlighted from the lower x height and wider proportions in lowercase letters.



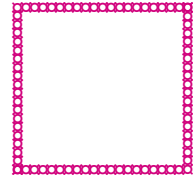
A woman's face is visible in the background, looking directly at the camera. The image is framed by a thin blue border. Overlaid on the image is the word "Liko" in a stylized, cursive font. The letter "L" is large and white with a thick magenta outline. The letters "i", "k", and "o" are smaller, in a magenta color with a white outline, and are positioned to the right of the "L".

Liko



Born in 1961 in Czechoslovakia, Zuzana Licko and her parents emigrated to the U.S. in 1968. Studying Graphic Communications at UC Berkeley, Licko had an elevated gift and understanding of the arts. With the computer knowledge she gained from working with her father, Licko was a typographic pioneer by using these technical elements to help create her designs.

After college, Zuzana worked as a freelance designer but didn't feel a natural pull to the projects she was working on. In fact, Licko's calligraphy class at Berkeley is what partially influenced her to begin digital type design due to the difficulties she faced from being left handed but having to use her right. However, after being introduced to the Mac years later and meeting her future husband Rudy VanderLans, the two found incredible success in establishing a self published magazine and digital type foundry called Emigre.



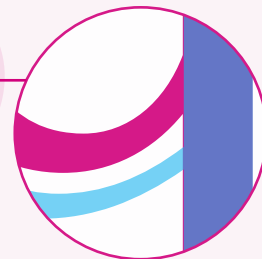


Strokes

Baskerville has more dramatic differences between the thickest and thinnest points

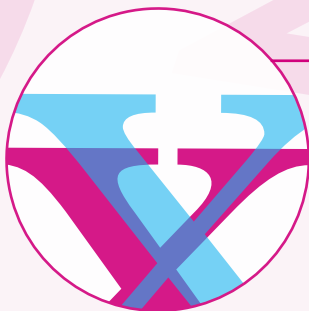
Counter

Baskerville has a deeper and larger counter



X - Height

Mrs Eaves has a lower x height and wider proportions



Rooks

Mrs Eaves has a heavier, more compact rook than Baskerville which is stretched thinner



Bars

Though taller, Baskerville has thinner cross bars than Mrs Eaves

Emigre



Baskerville's high contrast between thick and thin strokes makes the typeface too stark for easy reading. Partially because of this, Licko chose to base the design of Mrs Eaves on the printed samples, which were heavier due to the imprint of lead type into paper and the resulting ink spread. As mentioned, Licko reduced the contrast and x height while keeping that clean, modern, open and elegant aesthetic. Although incredibly successful, Zuzana and he husband did not go without facing extreme criticism for merging digital technology and typeface design. Since Emigre created some of the first digital layouts, they were simultaneously seen as a threat to the legitimacy of typeface design and a revolutionary exploration of using technology to support design. Even though Mrs Eaves is just one of the 600 typefaces created for and by Emigre and was introduced within the past three decades, it continually has been Emigre's best seller.



Serif

long and sharp



X-Height

lower than average

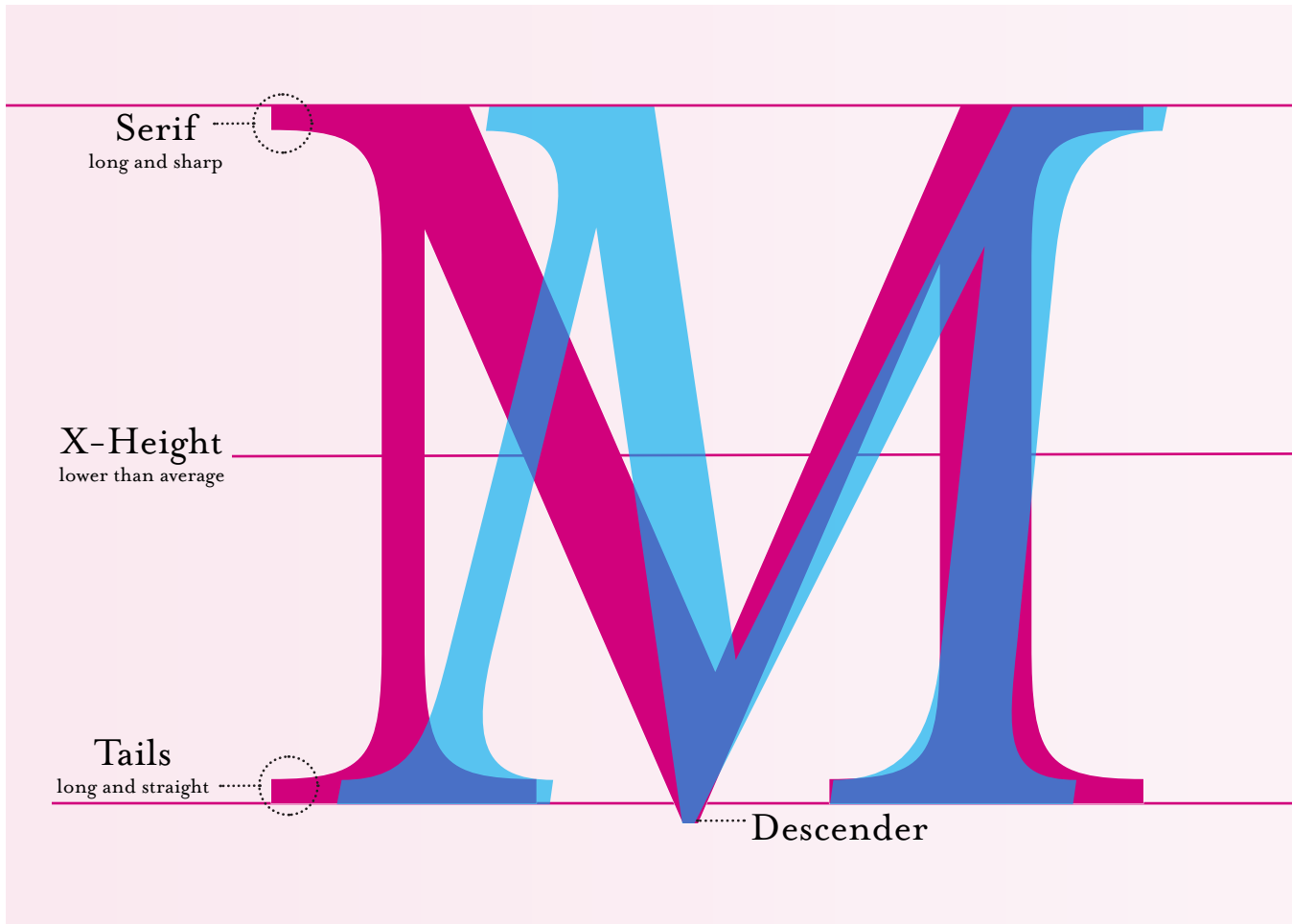


Tails

long and straight

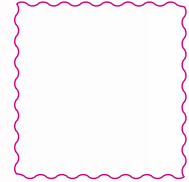


Descender



Cap Line

The unique features of Mrs Eaves are its shorter x-height with proportional ascenders and descenders. Within relatively loose spacing, the user will take note of the beautifully drastic changes in stroke as well as long and straight serifs that create the clean look Mrs Eaves is so often used for.



Stress

fairly low contrast

Ascender

Roak
low hanging

Bowl

Strokes
fairly high contrast

Outstroke
Extends beyond
body, creating an overbite

