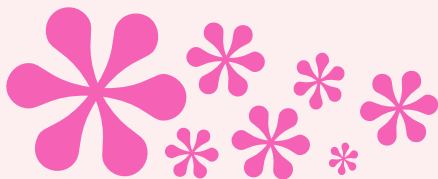


THE STORY OF

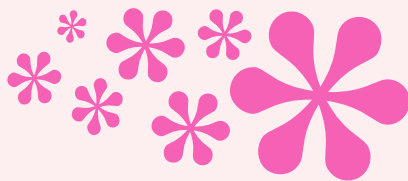
Mrs Eaves

Designed and Edited by Victoria Gillespie





Mrs Eaves



This type specimen book is one of a series of 9 books designed under the direction of Prof. Sarah Edmands Martin by the VCD 2: Typography students at the University of Notre Dame during the Fall semester of 2022. This volume explores the use and origins of the Mrs Eaves typeface created by Zuzana Licko in 1996. This book has been researched, designed and edited by Victoria Gillespie.

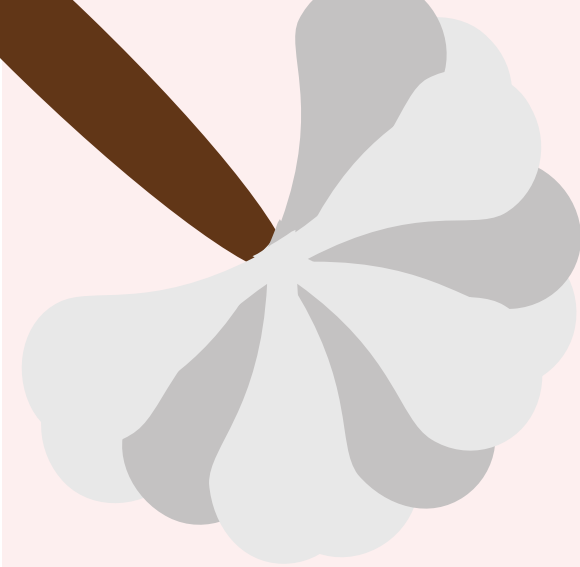
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WHO
IS MRS.
EAVES?



Before getting into the typeface,
it is important to acknowledge
the woman behind the name:
Sarah Eaves.

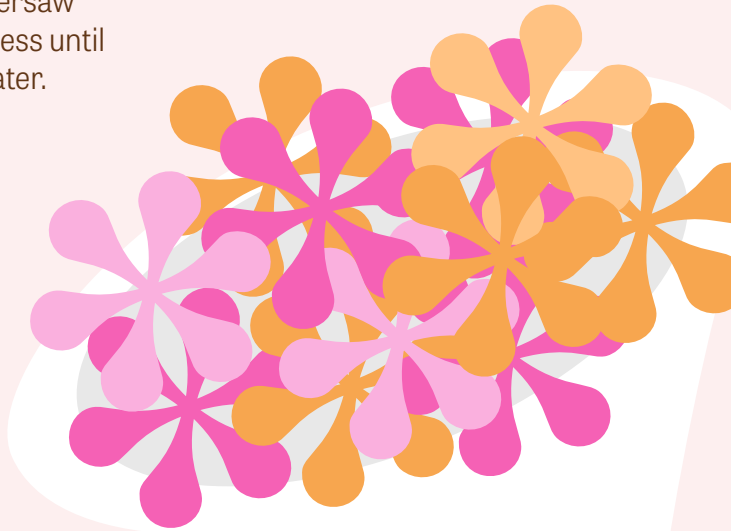


1748

Three years after leaving her husband, Sarah Eaves began working as John Baskerville's housekeeper. At the time, Baskerville owned a print business, and had a passion for printing and lettermaking. Although he did not have much of an impact during his time, he has had a lasting impact on typographic history.

While working as his housekeeper, Sarah Eaves fell in love with John Baskerville. They got married in 1764, shortly after her former husband passed away. The two of them remained together until Baskerville's death in 1775. Although she did not enjoy it, Sarah Eaves oversaw Baskerville's print business until her death three years later.

1764



200 years

rs later...

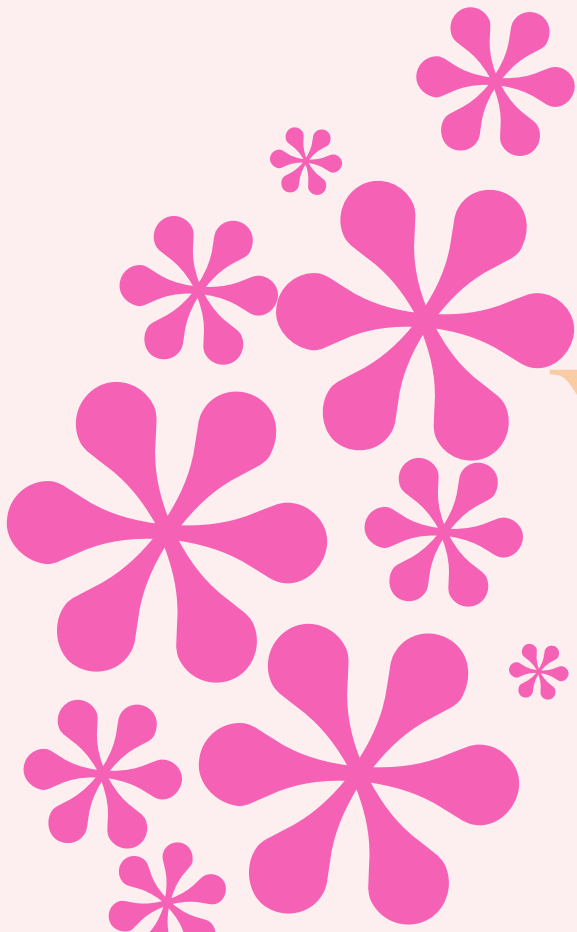


In 1996, Zuzana Licko takes interest in the story of John Baskerville and Sarah Eaves. This inspires her to make a typeface for the emigre type foundry. Licko also learned about the criticism that Baskerville's typefaces received at the time, and attempted to address this criticism through her typeface, Mrs Eaves.



A Bit About Licko

Born in 1961 in Czechoslovakia, Zuzana Licko emigrated to the United States during her childhood. She studied at the University of California at Berkeley and graduated in 1984. She founded Emigre Graphics with her husband, Rudy Vanderlans, the same year. Some other typefaces Licko designed for the Emigre type foundry are: Lo-Res, Senator, and Template Gothic.



A B C D E F G H

I J K L M N O P

Q R S T U V W X

Y Z A B C D E F

G H I J K L M N

O P Q R S T U V

Baskerville

received criticism for being too thin, and for the high contrast of the stroke causing legibility issues. With her typeface, Licko wanted to propose an alternative solution to these problems.



“In my rendition of this classic typeface, I have addressed the highly criticized feature of sharp contrast. To a great degree, the critics were wrong. . . . However, the criticism did make me wonder about possible alternatives. Thus, I was prompted to explore the path not taken.”

Zuzana Licko, on her interpretation of Baskerville





Mrs Eaves

has a reduced x-height
relative to the cap height
resulting in the typeface
appearing about 1-2 pt
sizes smaller than the
average typeface.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v
1 2 3 4 5 6 7 8 9 0

Baskerville Regular, 15 pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v
1 2 3 4 5 6 7 8 9 0

Baskerville Bold, 14 pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v

1 2 3 4 5 6 7 8 9 0

Mrs Eaves Roman, 15 pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v

1 2 3 4 5 6 7 8 9 0

Mrs Eaves Bold, 14 pt

In comparison to Baskerville, Mrs Eaves has wider characters, stronger hairlines, and heavier serifs. Additionally, there is less variation in the stroke weight.

Overall, Licko chose to keep the same general style of the Baskerville letters like the iconic Q, for example.

In addition to the standard capital and small capital letters, Mrs Eaves has petite capital letters. The petite caps match the x-height of the lowercase letters.





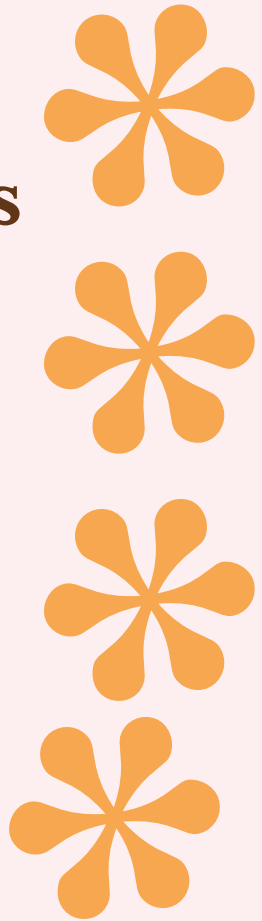
Small Capital A

Petite Capital A

In order to keep the functionality of the small caps, they are in a midway size between the standard capital letters and the petite caps. The small capitals work well at text sizes, but the petite caps are best for larger sizes.

Criticism and Quirks

Traditionalists did not like Licko's take on Baskerville. Some even said she "sucked the life" out of the original typeface. Some other criticisms that Mrs Eaves received include that the spacing is too loose for large bodies of text, some characters appear awkward, and the flares of the strokes leading into the serifs are unusually pronounced. However, Mrs Eaves is also praised for retaining the overall openness and lightness of Baskerville while being very readable.



W

Critics claim that the
W is a bit narrow. . .

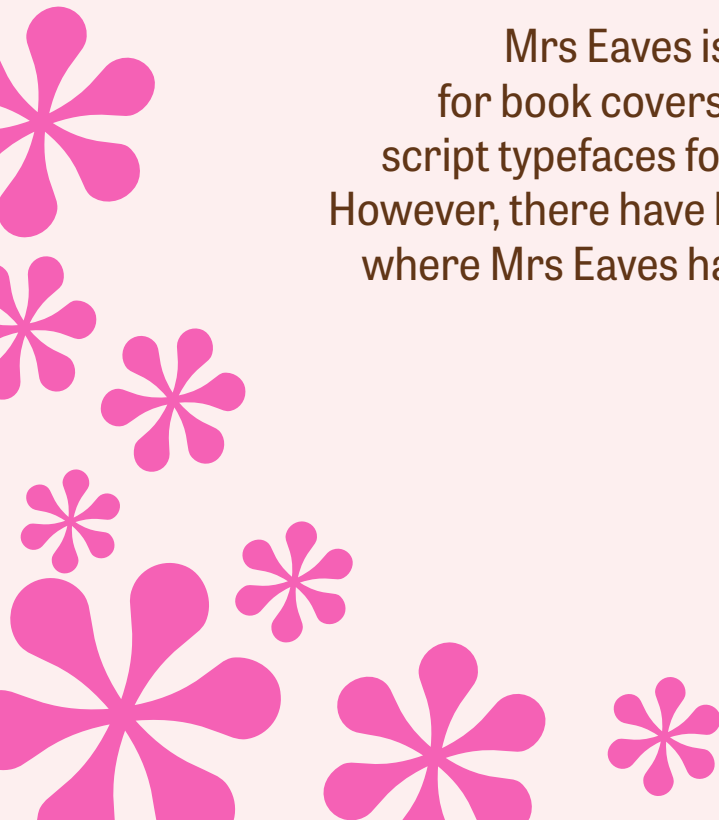


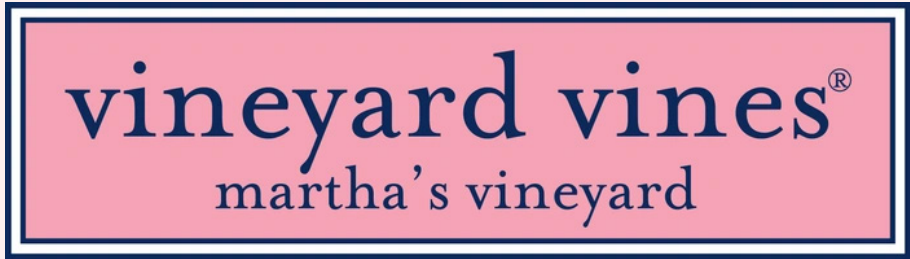
. . . and that the L is
too wide.

L

MRS EAVES IN USE

Mrs Eaves is commonly used for book covers, and paired with script typefaces for an elegant look. However, there have been some cases where Mrs Eaves has been used in a more playful way.

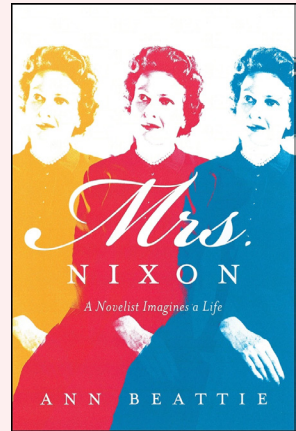




Vineyard Vines logo, 1998



*Merry Christmas Poster,
Danie'Lopez, 2017*



*Mrs. Nixon book cover, Jason
Heuer and Rex Bonomelli, 2012*

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