

After nearly a decade of creating type, William Caslon made several typefaces for printer William Bowyer, one of which became Caslon. Caslon was first used in 1726 and quickly became a hit across England. William was able to create his own type foundry with the income he made from the success of his self-named font.

s u b t l e
f o r m a l

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll Mm

caslon

1726

Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

s e r i f

r o m a n

From 1720 to 1780, nearly all the books in the country contained his typefaces. His success eventually made its way to other countries, including the U.S. In fact, the Declaration of Independence was typed in Caslon.