

# ITC NEW Esprit



*ITC New Esprit & ITC New Esprit Display*

THE TEXT DESIGNS have an *ample lowercase x-height*, sturdy serifs and moderate *contrast in stroke weight*, all of which combine to *make this spirited typeface design an excellent choice for a variety of projects.*

THE DISPLAY DESIGNS *contain subtle features that come alive at large sizes* creating a vitality *that is ideal for display typography.*

# ITC New Esprit

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz&1234567890

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890*  
*abcdefghijklmnopqrstuvwxyz&1234567890*

MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890**  
**abcdefghijklmnopqrstuvwxyz&1234567890**

MEDIUM ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890***  
***abcdefghijklmnopqrstuvwxyz&1234567890***

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890**  
**abcdefghijklmnopqrstuvwxyz&1234567890**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890***  
***abcdefghijklmnopqrstuvwxyz&1234567890***

BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890**  
**abcdefghijklmnopqrstuvwxyz&1234567890**

BLACK ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890***  
***abcdefghijklmnopqrstuvwxyz&1234567890***

# ITC New Esprit Display

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890  
abcdefghijklmnopqrstuvwxyz&1234567890

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890*  
*abcdefghijklmnopqrstuvwxyz&1234567890*

MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890**  
**abcdefghijklmnopqrstuvwxyz&1234567890**

MEDIUM ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890***  
***abcdefghijklmnopqrstuvwxyz&1234567890***

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890**  
**abcdefghijklmnopqrstuvwxyz&1234567890**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890***  
***abcdefghijklmnopqrstuvwxyz&1234567890***

BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890**  
**abcdefghijklmnopqrstuvwxyz&1234567890**

BLACK ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890***  
***abcdefghijklmnopqrstuvwxyz&1234567890***



# ITC New Esprit

8/10 REGULAR & ITALIC

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

8/10 MEDIUM & MEDIUM ITALIC

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

8/10 BOLD & BOLD ITALIC

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

8/10 BLACK & BLACK ITALIC

**IMAGINE THAT YOU have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold**

10/12 REGULAR & 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

10/12 MEDIUM & MEDIUM ITALIC

IMAGINE THAT YOU have before you a flagon of wine. You may choose your own vintage for this imaginary demonstration, so that it be a deep shimmering crimson in

10/12 BOLD & BOLD ITALIC

**IMAGINE THAT YOU have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a shimmering crimson in color**

10/12 BLACK & BLACK ITALIC

**IMAGINE THAT YOU have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration so that it be a deep shimm**

12/14 REGULAR & ITALIC

IMAGINE THAT YOU have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two gob

12/14 MEDIUM & MEDIUM ITALIC

IMAGINE THAT YOU have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two gob

12/14 BOLD & BOLD 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 be**

12/14 BLACK & BLACK 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 be**

18/20 REGULAR & ITALIC

IMAGINE THAT YOU have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so

18/20 MEDIUM & MEDIUM ITALIC

IMAGINE THAT YOU have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstratio

18/20 BOLD & BOLD ITALIC

**IMAGINE THAT YOU have before you a flagon of wine. You may choose your own favorite vintage for this demonstration so that**

18/20 BLACK & BLACK ITALIC

**IMAGINE THAT YOU have before you a flagon of wine. You may choose your own vintage for this imaginary demonstration so th**

## ITC New Esprit Display

24 POINT

IMAGINE THAT YOU have before you a flagon of wine  
*IMAGINE THAT YOU have before you a flagon of wine. Yo*  
IMAGINE THAT YOU have before you a flagon of wine  
*IMAGINE THAT YOU have before you a flagon of wine*  
IMAGINE THAT YOU have before you a flagon of wine  
*IMAGINE THAT YOU have before you a flagon of wine*  
IMAGINE THAT YOU have before you a flagon of win  
*IMAGINE THAT YOU have before you a flagon of win*

30 POINT

IMAGINE THAT YOU have before you a flagon  
*IMAGINE THAT YOU have before you a flagon of*  
IMAGINE THAT YOU have before you a flagon  
*IMAGINE THAT YOU have before you a flagon*  
IMAGINE THAT YOU have before you a flagon  
*IMAGINE THAT YOU have before you a flagon*  
IMAGINE THAT YOU have before you a flago  
*IMAGINE THAT YOU have before you a flago*