

ITC Avant Garde Gothic

SPOTTING ITC AVANT GARDE GOTHIC

h o R
Q i j g

- Geometric character shapes
- Large x-height
- Cap **R** bowl does not close
- **Q** has an atypical sensuous tail
- Dots over **i** and **j** are rectangular
- Short **g** descender

ETYMOLOGY

Roman designs by Herb Lubalin, Tom Carnase in 1970
Condensed by Ed Benguiat in 1974
Obliques by André Gürtler, Christian Mengelt,
Eric Gschwind in 1977

FAMILY

Five weights with corresponding oblique designs and four condensed faces.

FONT FACTS

ITC Avant Garde Gothic started life in the late 1960s as the masthead for the short-lived, often controversial, and always impeccably designed magazine, *Avant Garde*, art directed by Herb Lubalin. All requests to make the masthead design into a typeface family were declined until ITC was formed in 1970.

ITC Newtext

SPOTTING ITC NEWTEXT

M A
h f t

- Wide capitals
- Small serifs
- Flat apex on the **A**
- Large x-height
- Cross strokes of **f** and **t** are uneven

ETYMOLOGY

Drawn by Ray Baker in 1974

FAMILY

Four weights with corresponding italics.

FONT FACTS

While not originally intended as such, Newtext has become ITC's Copperplate Gothic. Ray Baker created a wider and softer form of the traditional "engraver's" design and added a lowercase. He also drew ITC Quorum.