

ITC

Franklin

Franklin

Franklin

Franklin

THIN

THIN ITALIC

LIGHT

LIGHT ITALIC

MEDIUM

MEDIUM ITALIC

BOLD

BOLD ITALIC

BLACK

BLACK ITALIC

ULTRA

ULTRA ITALIC

One of the most important American gothics
Named in honor of Benjamin Franklin

INTRODUCING A SUITE OF NEW BI-FORM CHARACTERS
Ranging from a willowy thin to a robust ultra

THE ORIGINAL DESIGN WAS DRAWN BY MORRIS FULLER BENTON

ITC Franklin Compressed Pro

THIN

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ITC Franklin Compressed Pro

12/14 THIN & THIN 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 the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not you are a connoisseur of wine. For if you have no feelings about wine one way or the other, you will want the

12/14 BOLD & BOLD ITALIC

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18/20 THIN & THIN ITALIC

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18/20 MEDIUM & MEDIUM ITALIC

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18/20 BLACK & BLACK ITALIC

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12/14 LIGHT & LIGHT ITALIC

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12/14 ULTRA & ULTRA ITALIC

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24 POINT

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36 POINT

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