

# ITC Berkeley Oldstyle

## SPOTTING ITC BERKELEY OLDSTYLE

A X Q  
a e e

- Apex of **A** extends to right
- Hairline diagonal of **X** curves
- Italic **Q** is open
- Blunt end to **a** stem
- Diagonal bar of **e**
- Bar of italic **e** extends beyond the bowl

## ETYMOLOGY

Frederic Goudy/Tony Stan  
Custom design for University of California Press in 1938  
Revived in 1983 by Tony Stan

## FAMILY

Four weights with corresponding italics.

## FONT FACTS

The typeface University of California Old Style, the basis for ITC Berkeley Oldstyle, was one of Frederic Goudy's favorite designs. Goudy was also the first to use the completed fonts in a commemorative book *Typologia*, which was published in the fall of 1940.

# ITC Conduit

## SPOTTING ITC CONDUIT

O g a  
t y Q

- Round characters have flat sides
- Top of **a** bowl is flat
- **g** and **a** are two-storied designs
- Lowercase **t** is a roman design
- Tail of lowercase **y** curves
- Tail of **Q** is at 6:00

## ETYMOLOGY

Mark van Bronkhorst  
First weights released in 1997  
Additional designs in 2002

## FAMILY

Seven weights with corresponding italics. Small caps and old style figures for all. Thirty-five fonts, total.

## FONT FACTS

Mark van Bronkhorst claims he had parking lot signs in mind when he designed ITC Conduit. "It's the kind of lettering you might find on boilers, assembly diagrams, and desiccant packets: plain, grid-based, visually incompetent, yet legible and direct." Unlike most typefaces, where each letter is carefully rendered, ITC Conduit was constructed.