

"While some types come and go, Franklin Gothic goes on forever."

DESIGNER EXPLOITS TYPEFACE!

FRANKLIN GOTHIC FOUND TO BE FUN AND FRIENDLY

THE INTRINSIC CHARACTERISTICS REVEALED AT LAST

Arguably the most widely used font ever produced, Franklin Gothic was designed by Morris Fuller Benton between 1903 and 1912 for American Type Founders Company. Because of its steady popularity, the typeface was updated in 1979 for ITC by Vic Caruso. This new version included more weights and became the standard choice for newspapers and advertising.

The heaviness and boldness of Franklin Gothic gives off the impression of being serious and important. However, unlike most bold typefaces, Franklin Gothic has "finesse, lightness, and something warm and friendly about it." When carefully examining the letter forms you see that most have broad, heavy strokes that are attached by a lighter, thinner stroke. The upper case letters in Franklin Gothic manage to maintain the elegance of the heaviness and lightness seen in the lower case letters.

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

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{ FRANKLIN GOTHIC No. 2 Roman }

"Boldness with grace and aplomb"

- Harvey Spears: Senior Art Director, Red Monkey Design

LEARN MORE THROUGH THESE FEATURE STORIES

SHOWDOWN AT THE PRINTERS

"As a relatively bold typeface, Franklin Gothic served to contrast regular News Gothic which did not have a complete family." Learn more about these differences inside this edition!

I'VE BEEN USED

Franklin Gothic has become the standard choice for newspapers and advertising. Find out who else is taking advantage of this typeface in the latest edition of Franklin Gothic!

CONTROVERSY IN A NAME

There are two sides to every story. In this 'He Said, She Said' tale, we uncover how Franklin Gothic got its name. There is even a rumor that a famous inventor is involved. Read more!

READ MORE INSIDE!!!

THE PROLIFIC WORK OF MORRIS FULLER BENTON

While his date of birth reads November 20, 1872, Morris Fuller Benton was born into the type business. The son of Linn Boyd Benton, inventor of the pantographic engraving machine, Morris cut his teeth at an early age helping his father work on these machines. After graduating from Cornell, Benton joined the American Type Founders (ATF) as a type designer. He would serve as chief designer at ATF from 1900-1937.

DESIGNER DADDY: FATHER TO 180 TYPES!

Academy Agency FB Agency FB Condensed Agency FB Wide Alternate Gothic Alternate Gothic No. 1 EF Alternate Gothic No. One EF Alternate Gothic No. Three EF Alternate Gothic No. Two American Text American Text (Bitstream) ATF Bodoni Bank Gothic Bank Gothic (ParaType) Bodoni Bodoni No. 2 EF Bodoni No. 2 EF Broadway Broadway Broadway (BT) Broadway (URW) EF Broadway Engraved Monotype Bulmer Bulmer Bulmer (BT) Canterbury Old Style Century BQ EF Century Expanded Century Expanded Century Expanded (BT) EF Century Old Style Century Old Style Century Old Style Century Oldstyle Century Schoolbook EF Century Schoolbook Monotype Century Schoolbook Century Schoolbook (BT) (BT) Cloister Open Face Commercial Script Commercial Script (ITC) Eagle Bold Empire Empire (BT) Empire (FB) Engravers' Old English (BT) Eva Paramount Garamond #3 Garamont Amsterdam BQ Linotype Goudy Catalogue Goudy Catalogue (URW) Linotype Goudy Handtooled Goudy Handtooled (BT) Goudy Handtooled (URW) EF Hobo Hobo Hobo (BT) Hobo (URW) Linotype Lightline Neo Franklin New Century Schoolbook EF News Gothic News Gothic News Gothic (BT) News Gothic (URW) Odette Parisian Parisian (BT) Parisian (ICG) ITC Souvenir (EF) Linotype Stymie EF Stymie Typo Upright

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
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{ FRANKLIN GOTHIC Condensed }

TIMELINE OF A TYPE

DESIGNED	ISSUED	CONDENSED	ITALICS	CONDENSED SHADED
1902	1905	1906	1913	1914

ALSO IN TODAY'S ISSUE COVER GIRL REVEALED!



"numerous curves thick and thin"