

Franklin Gothic is a sans serif typeface created by Morris Fuller Benton. Benton was the head of type development in the American Type Foundation where he began designing this typeface shortly after the foundation's creation. It was the third in a series which Benton created in 1902, however, this type was not cut and released as a metal type until 1905.

Benton was inspired by an early sans serif design created in Germany. It started as a single weight, but he further developed it into italics as it grew in popularity. In 1980, Victor Caruso designed new weights in roman and italic as book, medium, demi, and heavy for this typeface. Later, in 1991 David Berlow expanded the family with 12 condensed and compressed designs.

Morris Fuller Benton

Franklin Gothic

1905

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