

AVANT { \* }

ITC Avant Garde **Gothic** Pro

ITC Avant Garde Gothic® was designed by Herb Lubalin and Tom Carnase in 1970. They based it on Lubalin's logo for Avant Garde Magazine - an exciting construction of overlapping and tightly-set geometric capitals. ITC Avant Garde is a geometric sans serif;

~Doesn't Lie.

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**Herb Lublin & Tom Carnase in 1970**  
Herb Lublin & Tom Carnase in 1970  
Herb Lublin & Tom Carnase in 1970

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GARDE