

Broadway

AMERICAN TYPE FOUNDRY • 1927

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

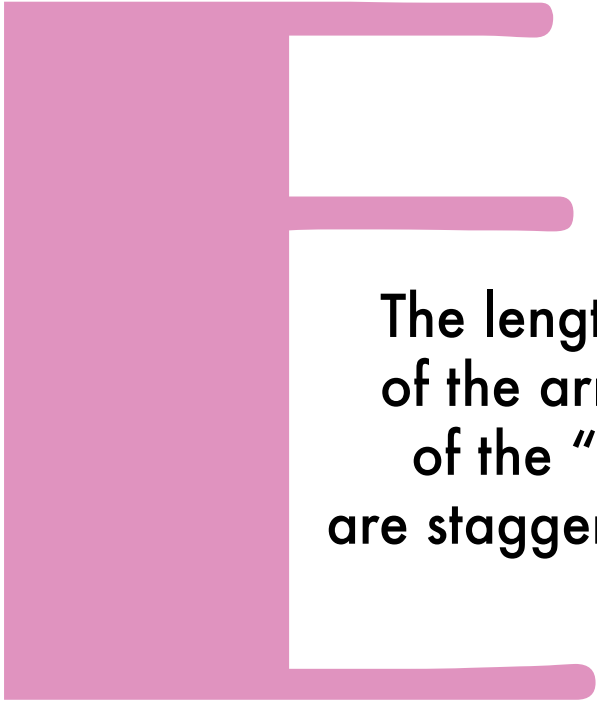
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Broadway contrasts broad stems
& spines with thin arms
& legs, evoking a rhythmic
& theatric feeling:

The verticals of the

'M' are sloping.





The lengths
of the arms
of the "E"
are staggered

V I C E



Universal Television, 1984



The bar of the

'H' is above
center.

HALFMOON

The 'J' sits on
the baseline.

JANIS

JANIS
JOPLIN

Me And
Bobby
McGee
Half Moon

CBS Records, 1971

B r o a d w a y i s s t i l l w i d e l y u s e d b y
t h e e n t e r t a i n m e n t i n d u s t r y t o
e v o k e t h e f e e l i n g o f
t h e A r t D e c o E r a .