

# 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**

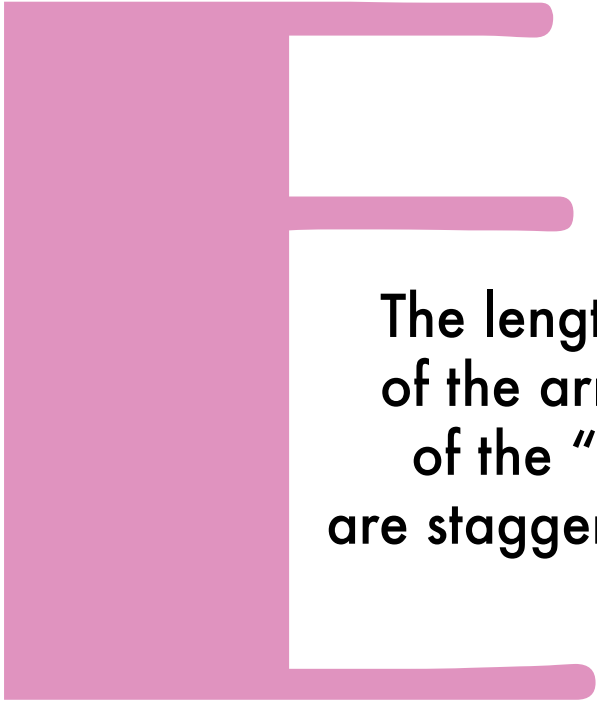
**0 1 2 3 4 5 6 7 8 9**

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*



Broadway is still widely used by  
the entertainment industry to  
evoke the feeling of  
the Art Deco Era.