GOTHAM *vs* THE SANS

abcdefghijklmnopqrstuvwxyz
ABDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890";:/?()@#$%^&*}"

abcdefghijklmnopqrstuvwxyz
ABDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890";:/?()@#$%^&*}"

Gotham is a uniform sans serif typeface, inspired by old New York street signs, while still achieving a slick and modern feel. Gotham was designed in 2000 by Tobias Frere-Jones, initially commissioned for the GQ magazine. It was designed to look fresh, new, and masculine, with a geometric structure. Gotham is used for many logos including the Obama campaign, Spotify, Saturday Night Live, NYU, Tribeca Film Festival, Moonlight, and Inception.

Both theSans and Gotham are very easy to use, universally applicable sans serif. They both are mostly uniform, with slight differences in stroke on the lowercase characters. While theSans strives for a more natural, organic feel, Gotham strives for a stark, sharp, geometric feel.

TheSans is a sans serif typeface in the Thesis super family, designed by Lucas De Groot in 1994. TheSans was designed as an all purpose sans serif, with more classic, curvy lowercase characters, and bolder, more geometric uppercase characters.

Thin	*Italic*	
Light	*Italic*	condensed
Book	*Italic*	condensed
Medium	*Italic*	condensed
Bold	*Italic*	condensed
Black	*Italic*	
Ultra	*Italic*	

FONT FAMILIES

While **TheSans** font family has more stroke widths, **Gotham** has a wider range of stroke width.
While **Gotham** has a condensed font for light book medium and bold, **TheSans** only has regular and italic fonts.
While **Gotham's** italic remains simlar shapes, **TheSans'** italic excentuates curves, and changes the shape of some characters.
The double story 'a' in book, turns into a single story 'a.'

Italic	Extra Light
Italic	Light
Italic	SemiLight
Italic	Plain
Italic	**SemiBold**
Italic	**Bold**
Italic	**Extra Bold**
Italic	**Black**

AxbppbxA

- ASCENDER LINE
- CAP LINE
- MEAN LINE
- BASELINE
- DESCENDER LINE
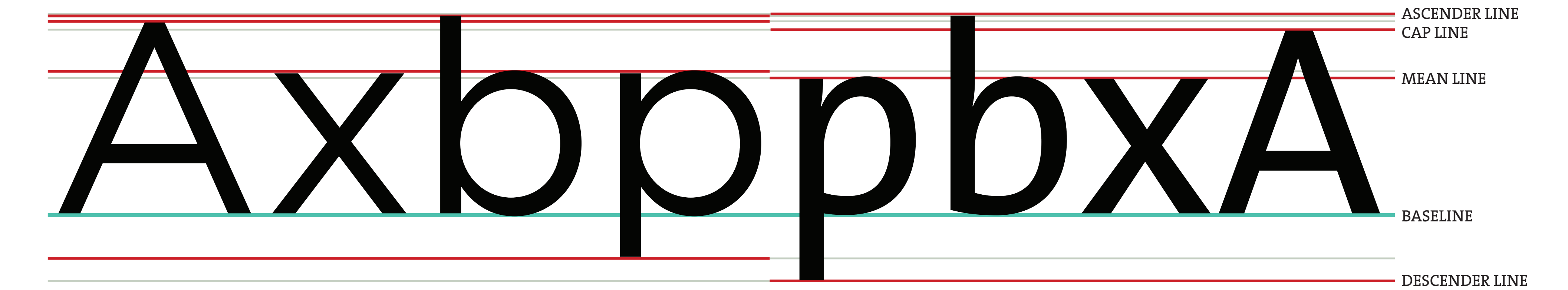
shoulder
circular closed counter
Open Counter ending in slant

g g

ear
circular closed counter
thick link
uniform loop

THROUGH
The '$' in gotham has a vertical stroke running all the way **through** it, and a **square stroke end**.

BROKEN
The '$' in theSans has a **broken** vertical stroke that ends at the top of the S and finishes at the bottom of the S, and a **flared stroke** end.

ATTACHED TAIL
The capital Q in Gotham has a **retangluar, attached tail**, angled downward at a 45 degree angle, and a **circular counter**.

DETACHED TAIL
The capital Q in theSans has a **wavy, detached tail**, dipping below the baseline, and an **oval counter**.

SPLIT CROTCH
The uppercase 'K' in Gotham has a leg stemming from the upward slanted stroke. This gives the 'K' a **split crotch**.

SINGLE CROTCH
The uppercase 'K' in theSans has a leg stemming directy from the stem at the same point at

SHARP ANGLES
The '?' in Gotham has a **right angle** connection between the curved open counter and the

CURVED STROKE
The '?' in theSans has a smooth, **curved transition** between the open counter and the vertial stroke, and has a **circular tittle**.

CIRCULAR COUNTER
The lowercase 'b' in Gotham has a **circular closed counter**, and a small crotch in the bottom left corner.

TEARDROP COUNTER
The lowercase 'b' in theSans has a **teardrop closed counter** and a simple point in the bottom left corner.

OPTICAL ALIGNMENT
Gotham has a square tittle with a width slightly larger than the stroke width to **optically align** it to the stroke.

LARGER WITDTH
TheSans has a circular tittle with a diameter noticibly **larger than the stroke** width.