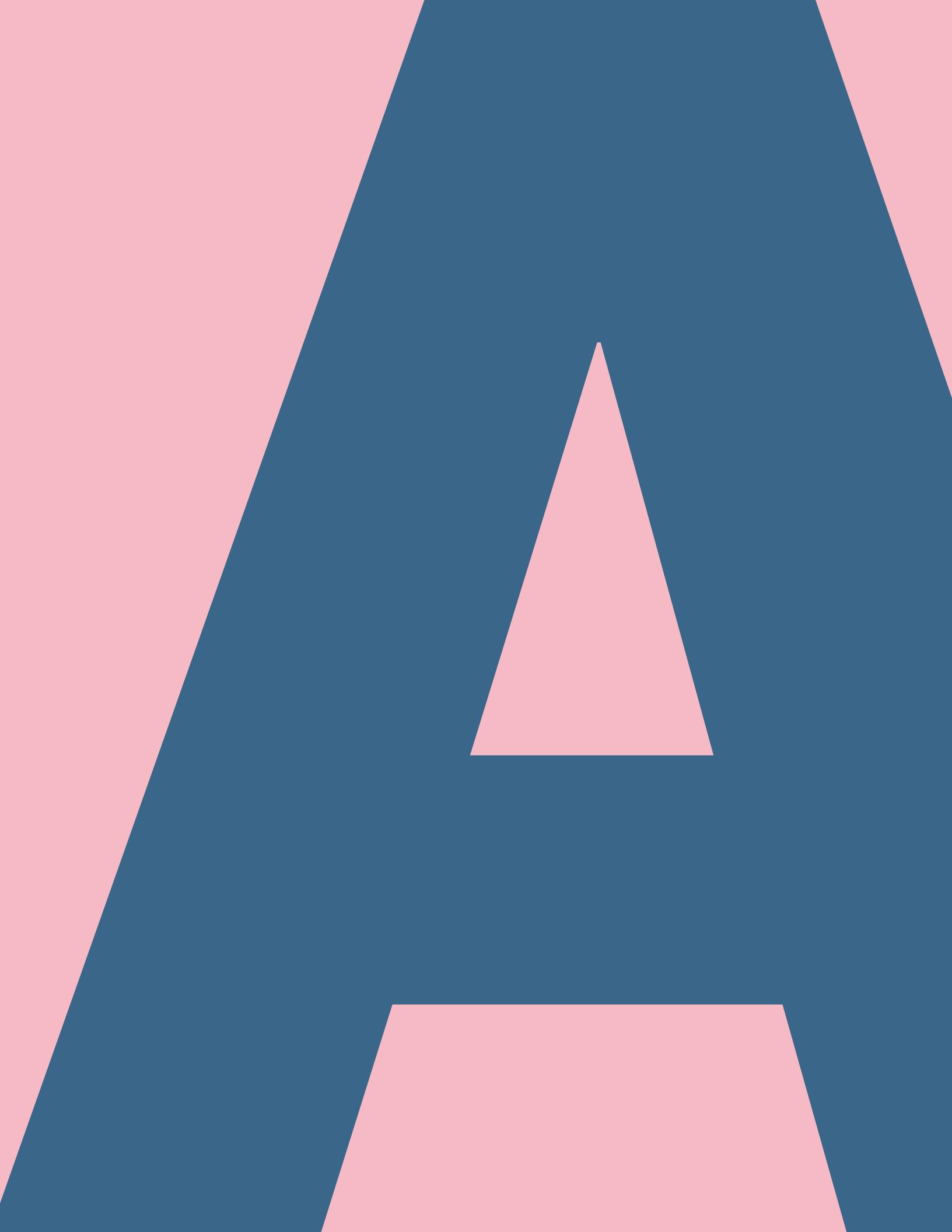


a book by

FRANK- LIN GOTHIC

a type specimen of one of the most used sans serif

aidan smith



Franklin Gothic was first created in 1902. Its bold and strong structure has prompted it to mostly be used in mainly advertisements and newspaper headlines.

Franklin Gothic is a sans-serif typeface, specifically in the grotesque style that gained popularity in the early years of the 20th century.

Its most used variation was made and modified by Victor Caruso in 1979. His version, ITC Franklin Gothic, included book weights and a high x-height. It is bundled with Microsoft Windows, and you've likely used it yourself before!

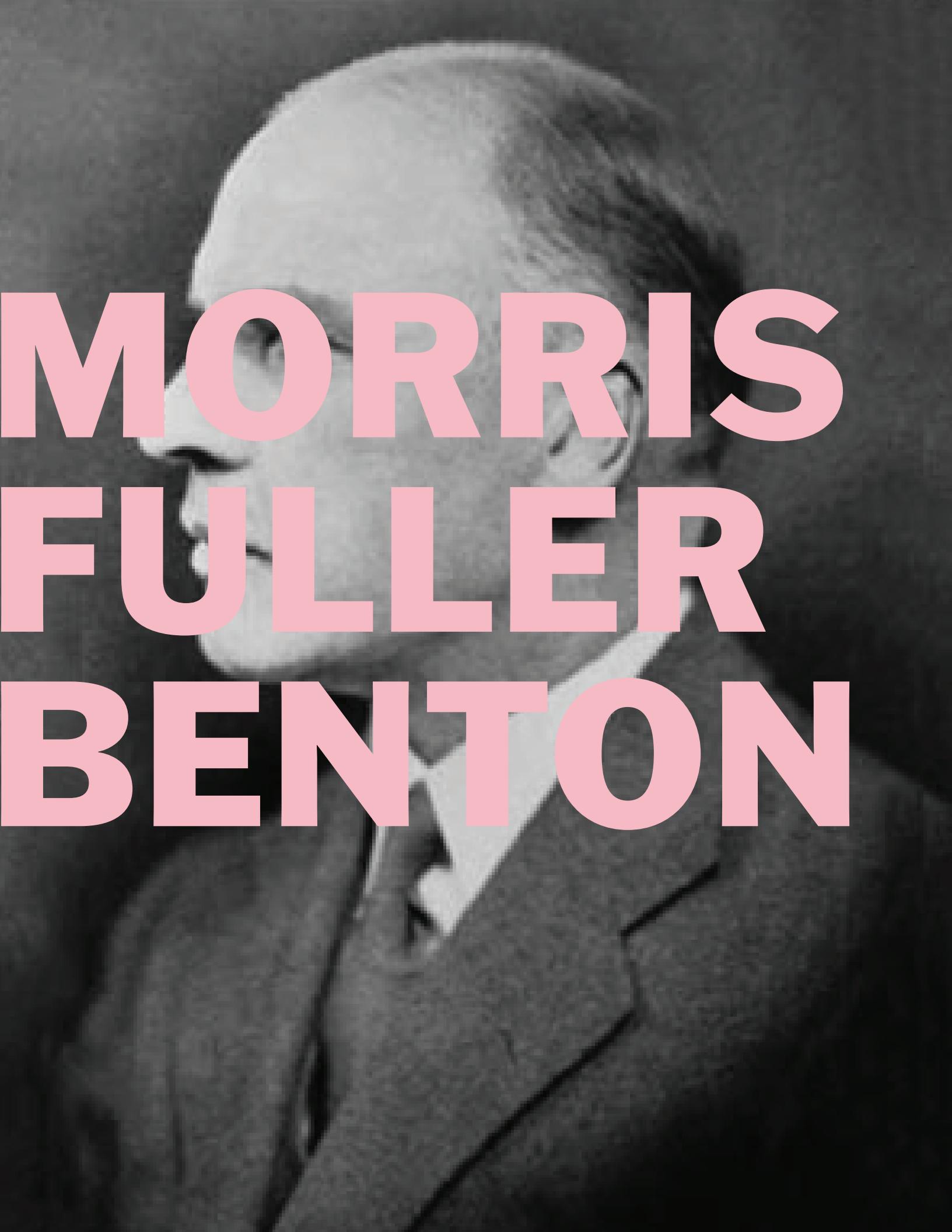
I have used this type on almost every project I have ever worked on. I have been in love with this font since I first started designing logos in my early high school years. Every time I lay eyes on the font, its **boldness** and **structure** lure me in.

A

A

regular

italic

A black and white portrait of a man with a mustache and glasses, looking slightly to the side. He is wearing a suit jacket and a white shirt.

MORRIS
FULLER
BENTON

Morris Fuller Benton was a once in a lifetime designer. In total, him and his team created 221 typefaces. He eventually became the chief type designer for the American Type Founders from 1900-1937.

When designing a font, Benton acted as the leader of a team of designers that would create the basis of the design. Afterwards, they would adapt different sizes and weights to the design.

Morris thought greatly of his work, and even made a list of typefaces he considered his most important work. However, Morris was also humble when it came to receiving credit for his typographical work. When being interviewed in 1936, an interviewer stated that if anyone tried to give him any sort of credit, he would likely respond with...

***“Lady Luck helped
me a lot there!”***

sou

USA





moo

moo

moo

cows

moo



A photograph of a sunset or sunrise over a landscape. The sky is filled with warm, orange, and pink hues. Silhouettes of trees are visible against the bright sky. Overlaid on the right side of the image is the word "sun" in a large, white, sans-serif font. The letters are semi-transparent, allowing the background colors to show through.

sun

SUNSET



PROTEST!

PROTEST!

PROTEST!

UP HANDLES



March
to End the
War

PROTEST!

PROTEST!

Copenha



Copenhagen, DK



basket

handlebars

hand

La Bicicleta

BIKE

lebars

seat

wheel



puff
puff
puff

cigarette





A photograph of a young man with curly hair, wearing a dark t-shirt and jeans, sitting on a large, light-colored rock. He is looking out over a vast, dense forest of green and autumn-colored trees. The sky is clear and blue.

wow!
what a view!



LIGHT

SHADOW





The background of the image is a dense field of small, yellow flowers, likely dandelions, growing in a dark, textured ground. Above the flowers, the sky is a clear, vibrant blue. A few wispy white clouds are scattered across the upper portion of the sky.

clouds

AIDAN SMITH



Aa Bb Cc

Gg Hh Ii

Mm Nn

Qq Rr Ss

Ww Xx

Dd Ee Ff

Jj Kk Ll

Oo Pp

Tt Uu Vv

Yy Zz

Aa Bb Cc

Gg Hh Ii

Mm Nn

Qq Rr Ss

Ww Xx

Dd Ee Ff

Jj Kk Ll

Oo Pp

Tt Uu Vv

Yy Zz

Aa Bb Cc

Gg Hh Ii

Mm Nn

Qq Rr Ss

Ww Xx

Dd Ee Ff

Jj Kk Ll

Oo Pp

Tt Uu Vv

Yy Zz

Aa Bb Cc

Gg Hh Ii

Mm Nn D
Qq Rr Ss

Ww Xx

Dd Ee Ff

Jj Kk Ll

Oo Pp Mm
Tt Uu Vv

Yy Zz

Aa Bb Cc

Gg Hh Ii

Mm Nn

Qq Rr Ss

Ww Xx

Dd Ee Ff

Jj Kk Ll

Jj Oo Pp Rr

Tt Uu Vv

Yy Zz

Aa Bb Cc

Gg Hh Ii

Mm Nn

Qq Rr Ss

Ww Xx

Dd Ee Ff

Jj Kk Ll

Oo Pp

Tt Uu Vv

Yy Zz

Aa Bb Cc

Gg Hh Ii

Mm Nn

Qq Rr Ss

Ww Xx

Dd Ee Ff

Jj Kk Ll

Oo Pp

Tt Uu Vv

Yy Zz

Aa Bb Cc

Gg Hh Ii

Mm Nn

Qq Rr Ss

Ww Xx

Dd Ee Ff

Jj Kk Ll Ii

Oo Pp

Tt Uu Vv

Yy Zz

**a book by
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