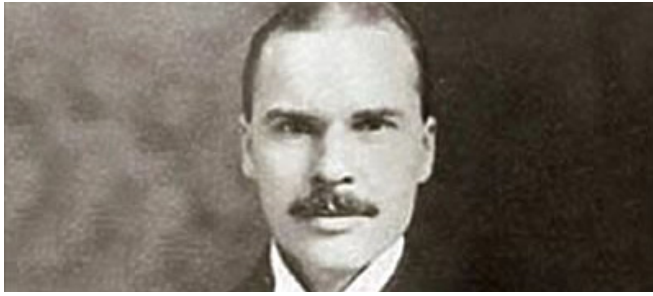NAMED AFTER "THE FIRST AMERICAN,"

WHO DABBLED IN ALL POCKETS EXCEPT MY OWN

DEMI ITALIC

(I didn't see "Benjamins" for years).

HEAVY ITALIC

Fee-fi-fo-fum!

I am a b̶ ... glare,

HEAVY

SQUARE ... STATURE.

I am familiar with bifocal eyeglasses,

BOOK COMPRESSED ALL CAPS

BUT I ONLY USE MY SPECTACLES FOR

DEMI COMPRESSED ITALIC ALL CAPS

DISTANCE READING.

BOOK ITALIC

Even though hair grows out of my bent ears,

DEMI COMPRESSED ALL CAPS

I STAND BY MY VITALITY AND TACT

Franklin Gothic

Franklin Gothic was created in 1902 by Morris Fuller Benton for American Type Founders Company. The five original forms were created by Benton himself.

Developed in 1902 for American Type Founders Company by Morris Fuller Benton, Franklin Gothic became one of the most highly used typefaces due to its bold, easily read design. Just as it sounds, this type family is named after the one and only Benjamin Franklin who played a major role in the printing world. He pushed forward not only printing, but the importance of free speech and publication became a very important issue Benjamin wanted to rectify. He owned a newspaper at a young age and was a talented reporter.

Unique Features

Two story A

Rare double G with an ear

Where the tail begins

Unique tail

Considered "patriarch of all modern American gothic typefaces" by many.

There are twenty different forms of Franklin Gothic. Morris Fuller Benton designed five and John L "Bud" Renshaw and Whedon Davis designed one each.

Originally designed for headlines and body copy of newspapers where space is limited.

Book

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

Book Italic

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

Medium

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

Medium Italic

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

Demi

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

Demi Italic

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

Heavy

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

Heavy Italic

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

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

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

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

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

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

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

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

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

NYU

1965

THE ELECTRIC COMPANY

1971

PRESS YOUR LUCK

1984

VAN MORRISON
BROWN EYED GIRL
THE COLLECTION

1967

RAMONES

1975

How The Right Went Wrong

Conservatives are gloomy. The Republican candidates are struggling. Can the party reclaim Reagan's legacy?

BY KAREN TUMULTY

1977

1902

Bank of America

1998

SHANE WEST
MANDY MOORE

A
WALK
TO
REMEMBER

2002
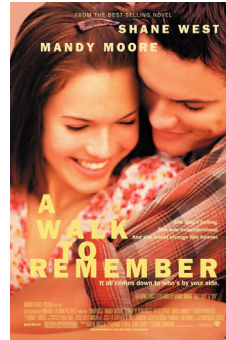
Since 1902, Franklin Gothic has been a very popular font in popular culture. From banks to TV shows to universities to movies this font has proven its readability. Here are some well known examples of it in use. Recognize any?

ESPN
PARDON
THE
INTERRUPTION

2001

LADY GAGA
THE FAME MONSTER

2009

SHOWTIME

1976

NOW

"Types come and go, Franklin Gothic is forever."
—Steve Watts (ATF type foundry manager)

Franklin Gothic is used all around the world because of its easy-to-read style. Here are some typography design with Franklin Gothic.

FRANKLIN, MY DEAR, I DON'T GIVE A GOTHIC

franklin gothic

ITC Franklin Gothic

https://www.behance.net/gallery/494533/Franklin-Gothic
http://vulcanblight.deviantart.com/art/Franklin-Gothic-Info-217264850
http://sophievanbragt.com/index.php/58/
http://cargocollective.com/benjaminashworth/News-Gothic
https://viget.com/inspire/8-faces-viget