

Morris Fuller Benton

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Morris Fuller Benton was born on November 30, 1872, in Milwaukee, Wisconsin. His father, Linn Boyd Benton. Morris was already working in the type industry, which exposed Morris to printing tools and typefaces from a young age. He showed early interest in how letters were made and printed, which led him to study mechanical engineering at Cornell University.



Morris Fuller Benton became one of the most important type designers in American history. He worked at the American Type Founders Company (ATF), where he designed over 200 typefaces that shaped how people read in the 1900s. Benton had a unique ability to mix technical skill with strong design, creating fonts like Franklin Gothic, Bank Gothic, and Hobo. His clean, practical style made type easier to read in newspapers, books, and signs and his influence is still seen in design today.



Morris Fuller Benton studied mechanical engineering at Cornell University and graduated in 1896. At first, he wasn't sure what job he wanted to do, but his background in engineering turned out to be really useful later in his career. After college, he went to work at the American Type Founders (ATF), where his dad, Linn Boyd Benton, was already working. Morris helped improve the machines used to make type and also started designing fonts. His work at ATF made a big impact on the printing world, and many of his fonts are still used today.



Century Oldstyle: A classic serif font that looks formal and is easy to read; often used in books.

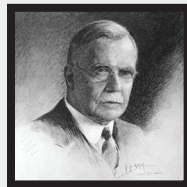
Hobo: A fun, rounded font with no straight lines; often used for posters or playful designs.

BANK GOTHIC: A BOLD, SQUARE-SHAPED FONT WITH A FUTURISTIC FEEL; OFTEN USED IN TECH OR SCI-FI THEMES.

After graduating from Cornell University in 1896, Morris Fuller Benton began working at the American Type Founders (ATF), where his father also worked. He used his engineering skills to improve type-making machines and started designing fonts. Benton created over 200 typefaces, like Franklin Gothic, Bank Gothic, and Hobo. His work at ATF helped shape how people read and print text in the 1900s.



COLLABORATORS

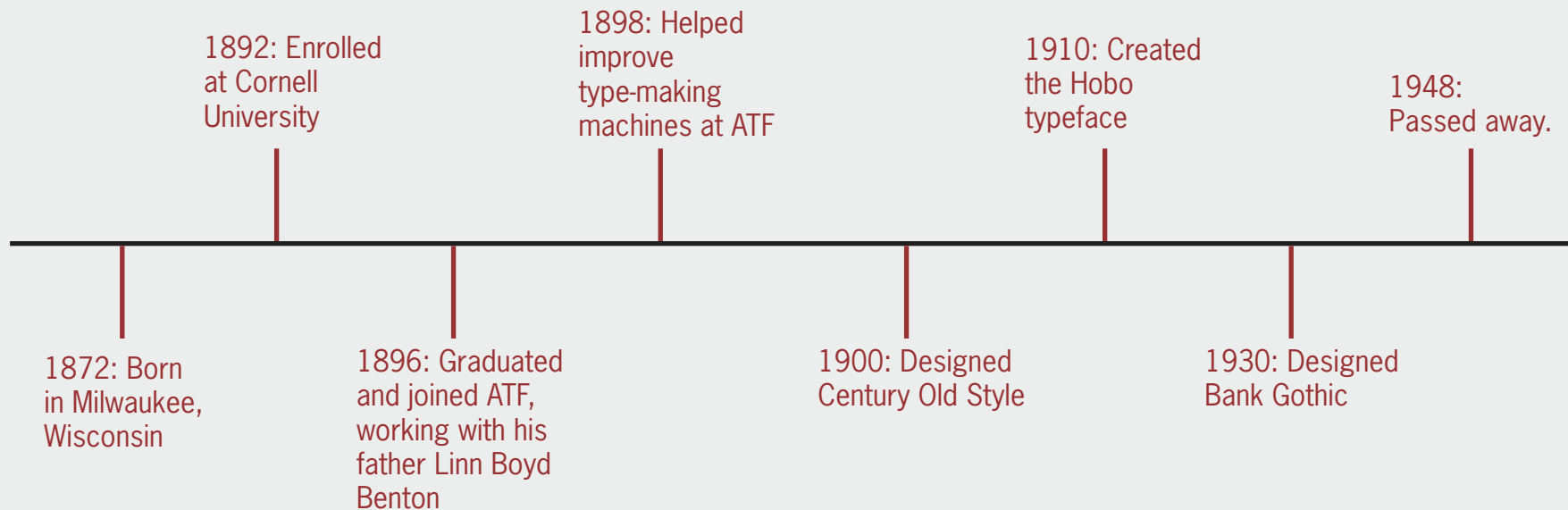


Linn Boyd Benton

Morris Fuller Benton worked with his father, Linn Boyd Benton, at the American Type Founders (ATF). His father was an inventor who made tools that helped create type more easily. Morris used those tools to design many of his fonts. They worked as a team and helped improve how type was made.

Joseph W. Phinney

Morris also worked with Joseph W. Phinney, who was a leader at ATF. Phinney helped organize the company's type library and made sure everything stayed consistent. He worked with Benton to grow the collection of fonts. Together, they helped shape the future of type design.



Legacy And Influence

Morris Fuller Benton changed American type design through his work at the American Type Founders company. He made over 200 fonts like Franklin Gothic, Century Schoolbook, and Bank Gothic. These were used in newspapers, books, and ads. His fonts were clean, easy to read, and modern for printing. Even though he worked in the early 1900s, his fonts are still used today in print and digital design. His work shaped how we read and see text every day.

Morris Fuller Benton was a leading American type designer in the early 1900s. He worked at the American Type Founders company and created over 200 fonts. His designs like Franklin Gothic, Century Old Style, and Bank Gothic are still used today. Benton helped shape how modern fonts look and feel