Morris Fuller Benton

1872 - 1948

Quotable

"his scores of remarkably successful designs . . . form the backbone of American type design."

Leading American type designer who designed typefaces and managed the typographic design program at ATF from 1892 until 1937;

Benton is also accredited with creating some order out of chaos in the typographical world, by establishing the concept of dividing up typefaces or fonts into families. He was also responsible for some of the most successful revivals in typographic history when he interpreted the Bodoni and Garamond typefaces

His Work

Century roman / Mariage / Alternate Gothic / Franklin Gothic / Cheltenham / Clearface News Gothic / Bodoni / Cloister Oldstyle / Souvenir / Garamond / Century Schoolbook Civilité, Broadway / Bulmer / Bank Gothic / Stymie / American Text