

a b c d e f g
a b c d e f g
h i j k l m n
h i j k l m n
o p q r s t u
o p q r s t u
v w x y z
v w x y z

ITC

International
Typeface
Corporation

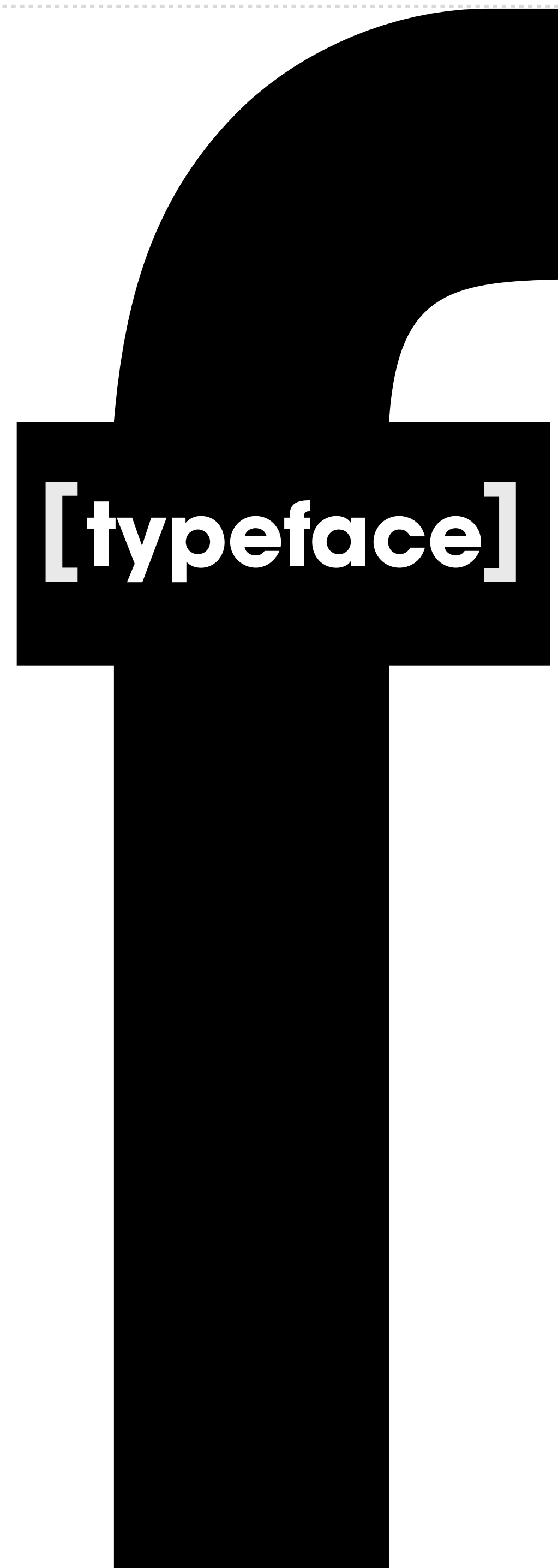
AVANT
GARDE

font book by
Jackelin Herrera

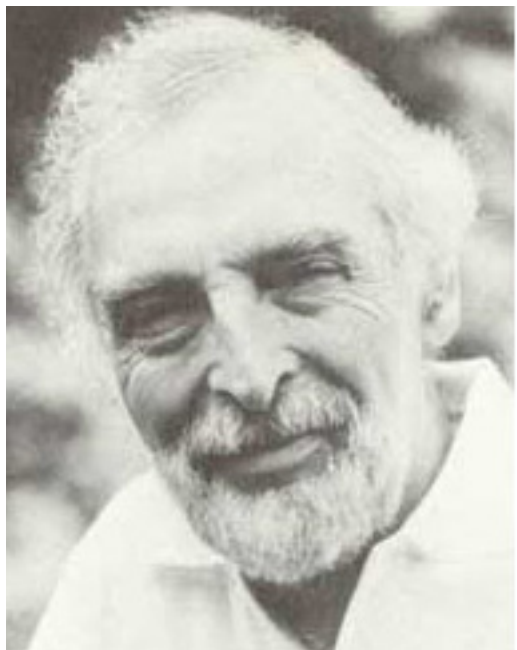
ITC AVANT GARDE

was originally created for Avant Garde magazine by Herb Lubalin and Tom Carnase in the 1970's. In 1977, 4 other designers added oblique and condensed fonts to the typeface family. ITC Avant Garde currently consists of 5 different fonts. It is most famous for being used as the Addidas main logo font.

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
1 2 3 4 5
6 7 8 9 0



EXTRA LIGHT
BOOK
BOOK
CONDENSED
EXTRA LIGHT
EXTRA LIGHT
OBLIQUE
OBLIQUE
MEDIUM
CONDENSED
DEMI
BOLD
MEDIUM
DEMI
OBLIQUE



After graduating in 1939, Lubalin had a difficult time finding work; he was fired from his job at a display firm. Lubalin would eventually land at Reiss Advertising, and later worked for Sudler & Hennessey, where he practiced his considerable skills and attracted an array of design, typographic and photographic talent that included George Lois, Art Kane and John Pistilli.

American Graphic Designer

Herb Lubalin entered Cooper Union at the age of seventeen, and quickly became entranced by the possibilities presented by typography as a communicative implement. His unique contribution to our times goes well beyond design in much the same way that his typographic innovations go beyond the twenty-six letters, ten numerals and the handful of punctuation marks that comprise our visual, literal vocabulary. Lubalin's imagination, sight and insight have erased boundaries and pushed back frontiers.

He pushed back what were believed to be the boundaries of design for entire generations of designers who were to follow. For such a quiet, gentle person to have accomplished so much is testimony indeed to the power of ideas in the hands of a master. "What I do is not really typography, which I think of as an essentially mechanical means of putting characters down on a page. It's designing with letters. Aaron Burns called it, 'typographics,' and since you've got to put a name on things to make them memorable, 'typographics' is as good a name for what I do as any."

Herb Lubalin

Extra Light Condensed

IRSE

Demi Condensed

IRSE

AVANT GARDE

From January, 1968, through July, 1971, Ginzburg published Avant Garde. While it could not be termed obscene, it was filled with creative imagery often caustically critical of American society and government, sexual themes, and (for the time) crude language. One cover featured a naked pregnant woman; another had a parody of Willard's famous patriotic painting, "The Spirit of '76", with a woman and a black man.

Avant Garde had a modest circulation but was extremely popular in certain circles, including New York's advertising and editorial art directors. Herbert F. Lubalin (1918–1981), a post-modern design guru, was Ginzburg's collaborator on his four best-known magazines, including Avant Garde, which gave birth to a well-known typeface of the same name. It was originally intended primarily for use in logos: the first version consisted solely of 26 capital letters. It was inspired by Ginzburg and his wife, designed by Lubalin, and realized by Lubalin's assistants and Tom Carnese, one of Lubalin's partners. It is characterized by geometrically perfect round strokes; short, straight lines; and an extremely large number of kerned ligatures. The International Typeface Corporation (ITC) (of which Lubalin was a founder) released a full version in 1970.



New York City IV
by Richard Lindner



ROCK, ROCK
by Richard Lindner

RTFA

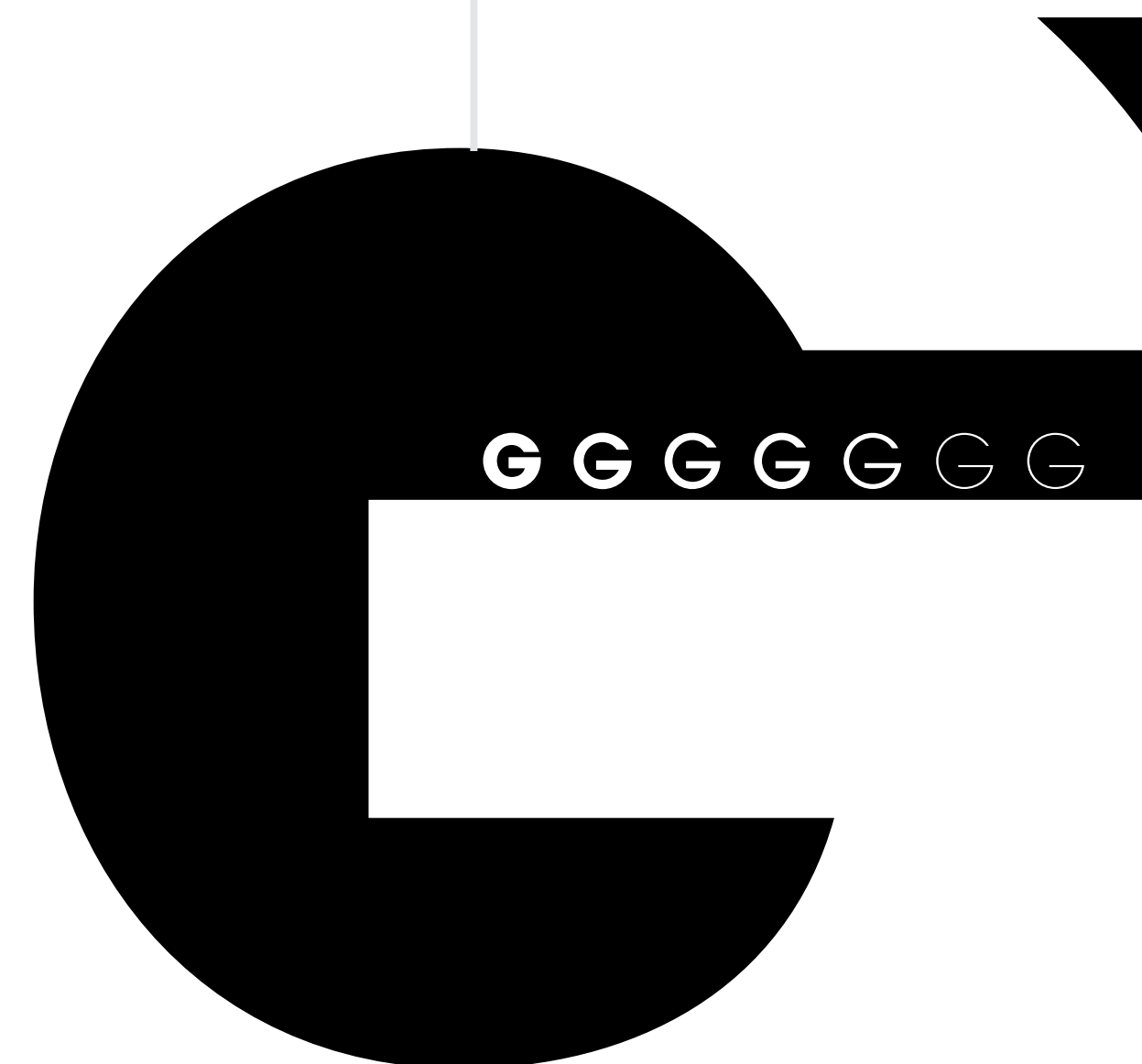
KAGN

THE STRENGTH OF THE
AVANT GARDE FONT IS CERTAINLY IN ITS ALL-CAP
LIGATURES AND IT SHOULD BE USED AS IT WAS ORIGINALLY INTENDED - A DISPLAY FACE
MAGNIFICENT LETTERFORM COMBINATIONS.

C

WHOSE LIGATURES CAN BE CAREFULLY CRAFTED INTO

Aa Bb Cc
Dd Ee Ff Gg
Hh Ii Jj Kk
Ll Mm Nn Oo
Pp Qq Rr Ss
Tt Uu Vv Ww
Xx Yy Zz



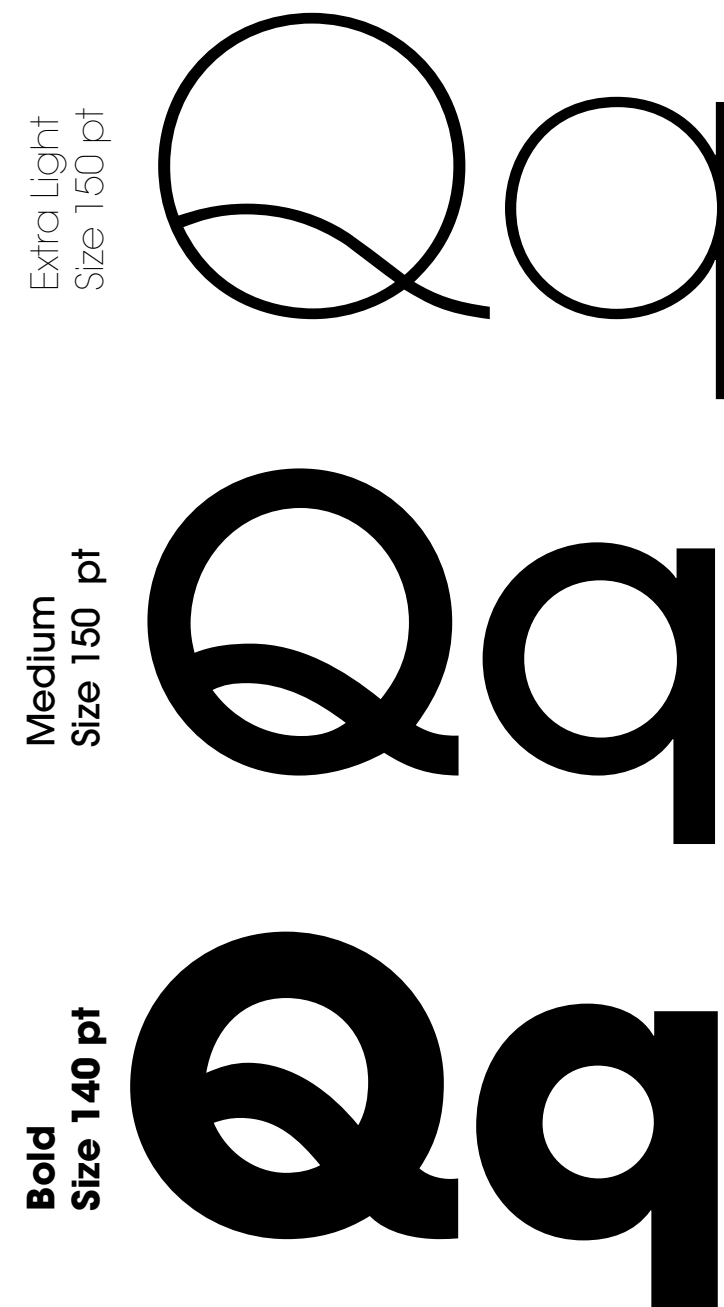


The font was not originally designed as a commercial typeface

DESIGN

it was simply the logo for a magazine.





ITC AVANT GARDE GOTHIC STD

ITC Avant Garde Gothic is a geometric sans serif type, that is, the basic shapes were made with a compass and T-square; the design is reminiscent of the work from the 1920s German Bauhaus movement. Letterforms built of circles and clean lines are highly effective for headlines and short texts. The condensed faces have the same modern look, while retaining legibility in lengthier texts.

ITC AVANT GARDE GOTHIC PRO

Released in 2005, Avant Garde Gothic Pro includes a suite of additional cap and lowercase alternates, new ligatures that were drawn just for this release, and a collection of biform characters (lowercase letters with cap proportions).

