



TYPE SPECIMEN BOOK - AVANT GARDE

STC 202 - FALL 2019

FOR THIS PROJECT I HAD TO DESIGN A BOOK EXPLAINING THE CHARACTERISTICS/HISTORY OF A FONT. I CHOSE AVANT GARDE, A STATEMENT FONT OF EARLY 70'S ADVERTISING; THUS YOU SEE THE 70S MUSIC THEME WITH AVANT GARDE'S OWN "ALBUM".

Produced by Herb Lubalin and Tom Carnase

Avant Garde is a geometric sans serif type that is reminiscent of the work from the 1920s German Bauhaus movement.

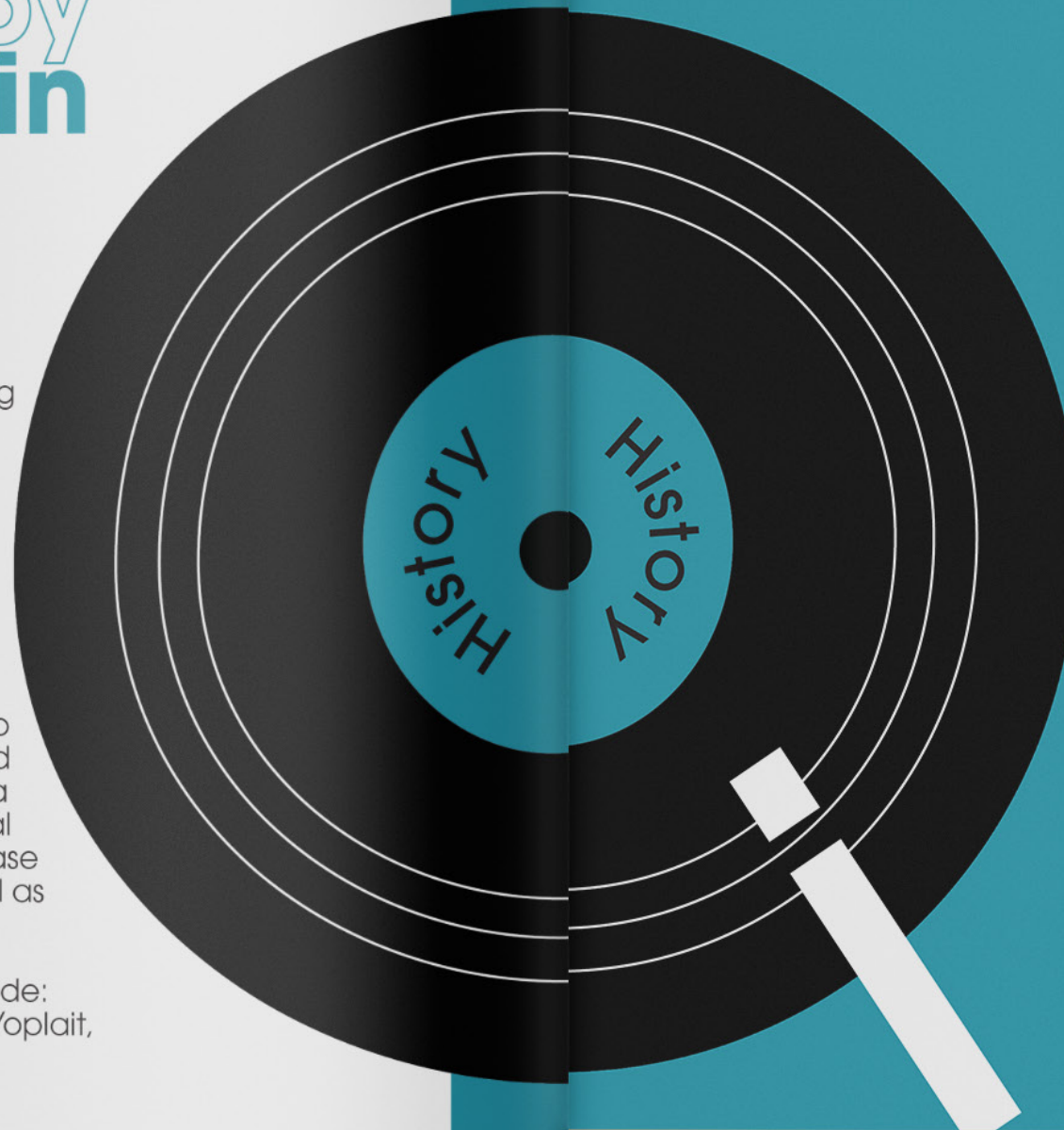
Avant Garde was designed around 1968. It was based on Lubalin's logo for Avant Garde magazine. The original face was all uppercase. Avant Garde was the first typeface released by ITC when the company was founded in 1970.

Next to being used in all types of art publications, Avant Garde was a classic

in '70s advertising design.

Additional versions include the condensed fonts which were created by Ed Benguiat. The OpenType version of Avant Garde Gothic Pro that was released in 2005 includes a suite of additional cap and lowercase alternates as well as new ligatures.

Brands that use the font include: adidas, Nutella, Yoplait, and Macy's.



Book



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
({<!_@:|-#'\$\"=.%^`&*+;?,>/>))\n1234567890

Medium



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
({<!_@:|-#'\$\"=.%^`&*+;?,>/>))\n1234567890

Bold



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
({<!_@:|-#'\$\"=.%^`&*+;?,>/>))\n1234567890

R

Bowl does not close on the 'R'



Q

Curled tail for 'Q'

unique

characteristics

Low crossbar on 'G'

G

Square dots over 'j' and 'i'

j



Groove

all night

