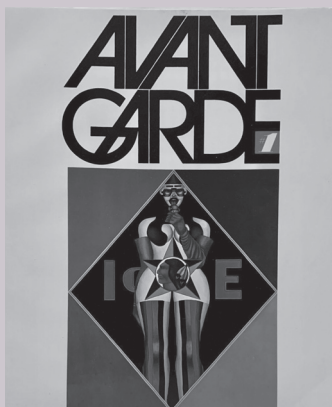




AVANT GARDE GOTHIC

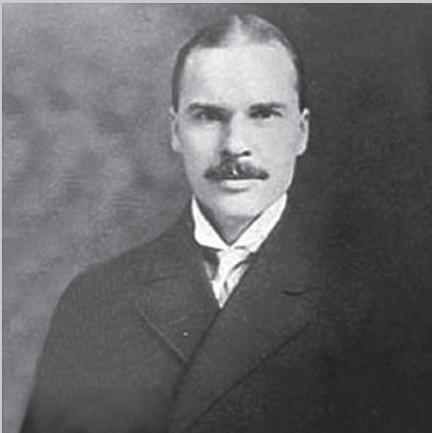
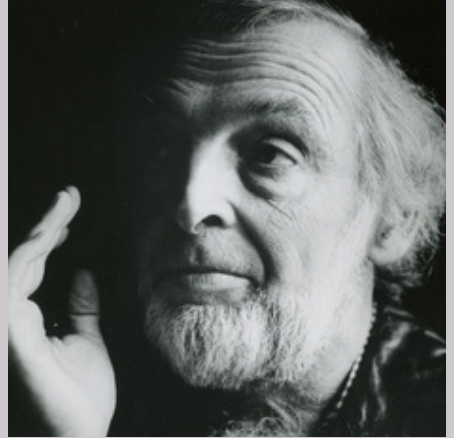
EST. 1970



ITC Avant Garde was created by Herb Lubalin and Tom Carnase in 1970 in New York City and was originally created for the "Avant Garde" Magazine logo. The primary function of this typeface was to document these artists with their own unique creative signatures.

HISTORY

Herb Lubalin was born in New York on March 17, 1918, and originally started his artistic learning at 17 in the Cooper Union. Following his graduation from this highly acclaimed school he began his search for finding a job that fits well with the education he had recently mastered. Lubalin ended up finally getting a job at a display firm. Following this, he had been with a lot of other companies during his career. The most prominent were Reiss Advertising and Sudler & Hennessey.



Tom Carnase was born in New York as well on September 15, 1939, and started his artistic education in High School where he started building a base of his artistic backbone. Following his High School education he decided to go to New York City Community college at the age of 20 and with hard work and creativity he managed to get his bachelor's in Fine Arts. Following his graduation, much like Lubalin, had some struggles landing a job in this kind of field until he managed to get a job at Sudler & Hennessey. His main goal during his later years in the art world was to focus on future generations.





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

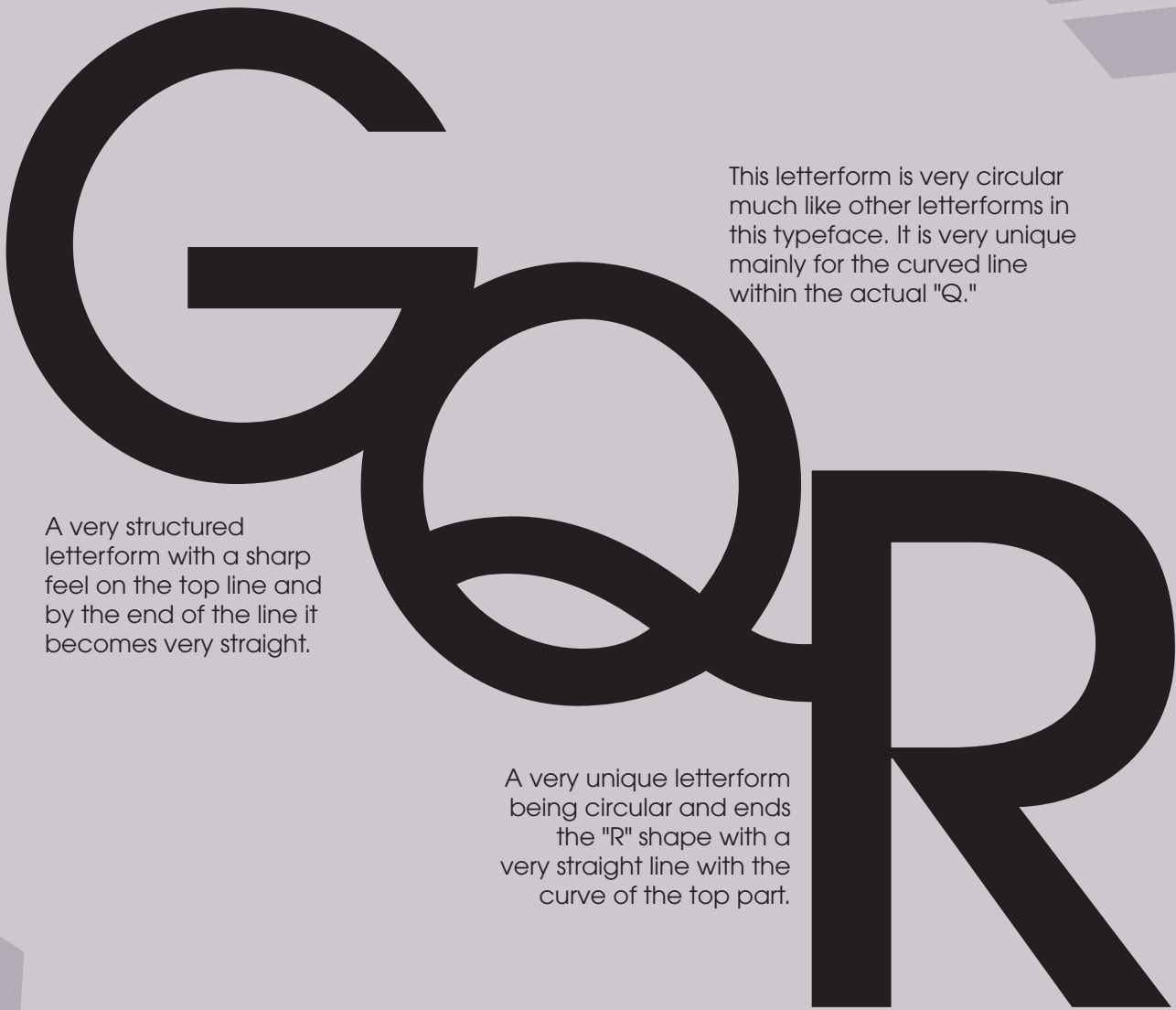
a b c d e f g h i j k l m

.....

n o p q r s t u v w x y z



1 2 3 4 5
6 7 8 9 0

The image features three large, bold, black letters: 'G', 'Q', and 'R'. The 'G' is a simple, rounded shape with a sharp top edge. The 'Q' is a circle with a horizontal line across its middle and a small tail at the bottom right. The 'R' is a vertical stem with a large, rounded top and a diagonal leg extending downwards and to the right. The letters are set against a light gray background with faint, larger letters in the corners.

A very structured letterform with a sharp feel on the top line and by the end of the line it becomes very straight.

This letterform is very circular much like other letterforms in this typeface. It is very unique mainly for the curved line within the actual "Q."

A very unique letterform being circular and ends the "R" shape with a very straight line with the curve of the top part.



These are unique character marks in this typeface that create a creative identity with the typeface that people use. Specifically for Avant Garde Gothic there are a lot of letterforms that connect as ligatures. With Avant being so structural it can be used to create a simultaneous flow no matter the organization.



BOOK

“Sometimes you sacrifice legibility to increase impact”
—Herb Lubalin

MEDIUM

“Sometimes you sacrifice legibility to increase impact”
—Herb Lubalin

BOLD

“Sometimes you sacrifice legibility to increase impact”
—Herb Lubalin

Z Z Z



