

Aa

ITC Clearface®

FOUNDRY	DESIGNERS	CLASSIFICATION
International Typeface Corporation (ITC)	Morris Fuller Benton Victor Caruso	Serif Oldstyle

FAMILY Aa

ITC Clearface is available in regular, bold, heavy and black weights, each with an italic compliment.

a district on either side of Euston Road

King's Cross

Boadicea – warrior queen of the Britons

Battlebridge

Education, culture and heritage

the ancient parish and subsequent borough of St Pancras

BEST PRACTICES 🔖

ITC Clearface is ideal when space is at a premium. It features small (almost slab) serifs, a large x-height and minor contrast in stroke weight. ITC Clearface also contains many distinctive characters which distinguish the design from other faces.

ROOTS 🌱

ITC Clearface, as its name implies, is a utilitarian typeface that is easy to read. When originally designed in 1907, it was fashioned primarily for display applications. In designing ITC Clearface, Victor Caruso's main goal was to adapt the original design for use on contemporary typesetting devices at a variety of sizes.

FONT FACTS 📄

- Clearface Bold was the first weight the drawn for ATF. The rest of the family followed, one design at a time, over the next six years. The result was a family that was serviceable but lacked the continuity of current typeface designs.
- ITC commissioned Victor Caruso to re-draw the Clearface family to modern standards. Starting his design process with the medium weight, Caruso develop a full family of harmonizing designs.

LEGIBILITY ☰

ITC Clearface, as its name implies, is a utilitarian typeface that is easy to read. It could be argued that Clearface was the first "legibility" typeface, the progenitor of faces such as Century Schoolbook, Corona and Excelsior.

CONDENSED PROPORTIONS OPEN APERTURES BALL TERMINALS



HOW TO SPOT 🔍

A	Flat apex of A extends to the left
a	a has a sharp top upward curve
e	e has diagonal crossbar
V W	V and W diagonals do not meet at vertex

ALTERNATE CHOICES ↪

ITC Cheltenham®
 Monotype Century Old Style™
 ITC New Esprit™
 ITC New Veljovic®

PERFECT PAIRINGS ❤️

Avenir® Next
 Helvetica® Now
 Frutiger® Next
 Gotham®