



ITC Avant Garde Gothic's characters are based heavily on geometric shapes. There is no softening with humanistic undertones. Its lowercase x-height is tall and characters are wide. Weights range from a delicate extra light to a commanding bold. Both regular and condensed proportions are available.

FOUNDRY	DESIGNERS	CLASSIFICATION
International Typeface Corporation	Ed Benguiat André Gürtler Tom Carnase Christian Mengelt Herb Lubalin Eric Gschwind	Geometric Sans

FAMILY Aa

**VOGUE IS AN ARTFORM**  
Alexander McQueen  
I COME ALIVE IN THE NIGHT TIME  
*The Devil Wears Prada*  
**RICCARDO TISCI**

WHAT TO LOOK FOR



- Typefaces that contrasts with, or serves as a counterpoint to Serif typeface designs with a wide range of weights
- Slab or Clarendon typefaces with subtle to overt humanistic overtones
- Old Style typeface designs like [Eloquence™](#) or [ITC Legacy Serif](#)
- Avoid sans serif fonts but, if you really want a sans, choose one, like [ITC Goudy Sans®](#) or [Gill Sans® Nova](#), that is very different in design

TEXT T

**Egyptian Slate™**  
ITC Avant Garde Gothic

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

**American Typewriter™**  
ITC Avant Garde Gothic

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**Friz Quadrata™**  
ITC Avant Garde Gothic

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DISPLAY ⚙

**ITC Avant Garde Gothic®**  
**Sabon Next®**

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

**ITC Avant Garde Gothic®**  
ITC Berkeley Old Style

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**ITC Avant Garde Gothic®**  
**ITC Souvenir®**

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