



- The geometric signage on the front door of the New York Port Authority served as an inspiration for the design.
- Gotham is named after Batman's comic book city.
- First designed in 2000 for GQ magazine and released for public use in 2002.
- The Gotham family has 140 styles and package options

FOUNDRY

Hoefler & Co.

DESIGNER

Jonathan Hoefler
Tobias Frere-Jones

CLASSIFICATION

Geometric Sans

FAMILY

Aa

the "art of government" in a wide sense

Governmentality

ANALYSES AND REFLECTIONS

a distinction between subjectivation and forms of subjectification

developments of the concept

WHAT TO LOOK FOR IN FONTS
THAT PAIR WELL WITH GOTHAM

- Typefaces that contrast with, or serve as a counterpoint to, Gotham's strong geometric overtones.
- Slab or Clarendon typefaces with subtle to overt humanistic characteristics, such as [Nimrod®](#).
- Transitional typeface designs like [Monotype Baskerville®](#) or slab serif fonts, like [Rockwell® Nova](#)
- Avoid sans serif fonts but, some humanistic sans, like [Stone Humanistic](#) and [Legacy® Sans](#) pair reasonably well with [Gotham](#).

GOTHAM PAIRING WITH TEXT FONTS



Archer

Gotham

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

Frutiger® Serif

Gotham

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

Quarto®

Gotham

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

GOTHAM PAIRING WITH TEXT FONTS



Gotham

ITC Souvenir®

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

Gotham

ITC Legacy® Serif

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

Gotham

ITC Charter®

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

