

Aa Gotham®

FOUNDRY Hoefler & Co.
DESIGNER Jonathan Hoefler & Tobias Frere-Jones
CLASSIFICATION Geometric Sans

FAMILY Aa

The Gotham family has 140 styles and package options

Financial District of Lower Manhattan in New York City

WALL STREET

world's largest stock exchange - market capitalization

NEW YORK CITY

Dutch West India Company

1664 TAKEOVER

Federal Hall National Memorial (26 Wall Street)

BEST PRACTICES



Gotham's unfussy directness and authority, especially in its heavier weights, create a brawny mien, while lighter weights are elegant and stylish.

ROOTS



Gotham's typographic roots are in 20th-century architectural signage commonly found in New York City. The geometric signage on the front door of the New York Port Authority served as an inspiration for the design.

FONT FACTS



- First designed in 2000 for GQ magazine and was released for public use in 2002.
- Gotham is named after Batman's comic book city.

LEGIBILITY



The two-story lowercase a, open apertures, and generous counters promote legibility in both display sizes and textual content.



HOW TO SPOT



a Two-story lowercase a

t Lowercase t has a curved tail

M Diagonals of cap M meet above the baseline

C, S, t Terminals are sheared at 90° to the stroke

ALTERNATE CHOICES



- Avenir® Next
- Neue Kabel®
- ITC Avant Garde Gothic®
- Madera®

PERFECT PAIRINGS



- Archer®
- Frutiger® Serif
- Macklin™ Slab
- Quarto®

