



- The first Trade Gothic typefaces were released in the late 1940s, by Jackson Burke. They were condensed sans popular for “trade” work, and were just named “Gothic” with numeric suffixes. Later, regular-proportioned versions emerged, leading to the unified name “Trade Gothic” for the family.
- Akira Kobayashi, Monotype's Creative Type Director, with aid of Tom Grace, updated the original Trade Gothic designs, in 2008. While preserving the original's distinctive character, their revision is a significantly more versatile typographic tool.
- The extended Trade Gothic Next family also has [Soft Rounded](#) and [Rust](#) versions.

FOUNDRY	DESIGNER	CLASSIFICATION
Linotype	Jackson Burke Akira Kobayashi Tom Grace	Sans Serif Grotesque

FAMILY Aa

a complete Ming Dynasty-style garden court  
**AMERICAN DESIGN**  
*tomb in the Southern Asasif in western Thebes in 1920*  
**NEDJEMANKH**  
*Plein Air, Impressionist, and Post-Impressionist Painting*

WHAT TO LOOK FOR IN FONTS THAT  
PAIR WELL WITH TRADE GOTHIC NEXT



For best results, pair Trade Gothic Next with typefaces that have the following characteristics:

- Serif typefaces – especially those with high levels of legibility  
Slab Serif or Clarendon typefaces featuring humanistic nuances
- Old Style typefaces such as [Palatino® Nova](#) or [Frutiger® Serif](#)
- Avoid sans serif fonts; however, some like [Frutiger® Next](#) or [Palatino® Sans](#) can pair well with Trade Gothic Next– if the weights of the two typefaces differ significantly.

TRADE GOTHIC NEXT PAIRING WITH DISPLAY FONTS ✨

## PMN Caecilia®

### Trade Gothic Next

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

## Neue Swift®

### Trade Gothic Next

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

## Frutiger® Serif

### Trade Gothic Next

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

TRADE GOTHIC NEXT PAIRING WITH TEXT FONTS ✨

## Trade Gothic Next

### Goudy Old Style

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

## Trade Gothic Next

### Macklin Pro

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

## Trade Gothic Next

### Walbaum Pro

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

