

# Aa

# News Gothic™

## BEST PRACTICES



Somewhat condensed and slightly angular, Bitstream News Gothic is an efficient user of space and holds up well on screen. The bold weight is not overly so, and condensed designs are well suited to environments where space is at a premium.

FOUNDRY DESIGNERS CLASSIFICATION  
Bitstream Morris Benton Sans Serif Grotesque

FAMILY Aa

Four roman weights and two condensed designs, each with an italic complement, in addition to two extra condensed designs.

Joint Long Range Proving Ground  
**CABO CAÑAVERAL**  
*Launch Complex 3 on 24 July 1950*  
**BUMPER 8**  
**SPACE FORCE STATION**  
set the goal of landing on the Moon

## ROOTS



First designed by Morris Fuller Benton in 1908 for American Type Founders. Additional weights and proportions were added in the 1940s and 50s. Bitstream News Gothic is a digital updating of the original design.

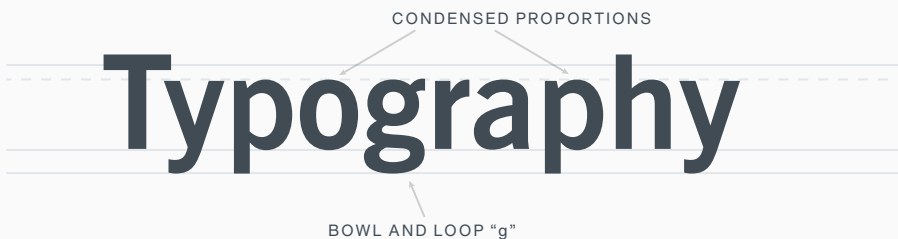
## FONT FACTS



This was the fourth "gothic" family from Benton. It was preceded by Globe Gothic, Alternate Gothic, and Franklin Gothic.

## LEGIBILITY

Two-storied a, bowl and loop g, open counters and apertures ensure legibility at small sizes in print and on small screens. The regular weight is legible and easy to read in reverse at small sizes.



## HOW TO SPOT

- t Curved base on
- g Bowl and loop g
- G G has a spur
- f Narrow f

## ALTERNATE CHOICES

- Bosis™
- Classic Grotesque™
- FF Dagny®
- ITC Franklin Gothic™

## PERFECT PAIRINGS

- Agmena™
- Egyptian Slate™
- ITC New Veljovic® Pro
- Masqualero™