BEST PRACTICES

Originally drawn to be a display design, ITC Benguiat works best at large sizes. It’s also a distinctive design, and ideally used in short headlines and for branding.

FAMILY

Three roman and condensed weights, each with corresponding italics, plus a large suite of ligatures and alternate characters.

ROOTS

A friend asked Benguiat to create a new logo for a store that he was opening. Benguiat provided the friend with dozens of ideas, but none were accepted. The friend finally chose a design – but the basis for ITC Benguiat was one of the rejected proposals. Undaunted, Benguiat kept working on the design and eventually submitted it to ITC.

FONT FACTS

- Was initially rejected by ITC
- One of Benguiat’s favorite designs

LEGIBILITY

Sturdy proportions, a large x-height, open counters and distinctive character designs, make ITC Benguiat legible. Because the design is so distinctive, however, it can hinder message delivery in text sizes.

ALTERNATE CHOICES

- ITC Bookman®
- Footlight™
- Friz Quadrata™
- ITC Korinna®

PERFECT PAIRINGS

- Classic Grotesque™
- DIN® Next
- Gill Sans® Nova
- Helvetica® Now