Aa ITC Benguiat®

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.

FOUNDRY

International Typeface Corporation (ITC)

DESIGNER

Ed Benguiat

CLASSIFICATION

Glyphic Serif

FAMILY   Aa

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

there are no easily delineated limits

Science Fiction

when the line between myth and fact was blurred

METROPOLIS

fantasy, suspense, and horror
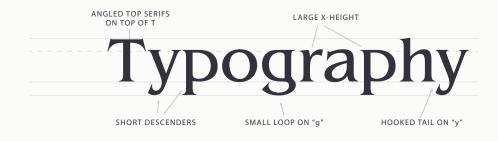
Sense Of Wonder

interpretation, and discussion

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.

ANGLED TOP SERIFS ON TOP OF T   LARGE X-HEIGHT

Typography

SHORT DESCENDERS   SMALL LOOP ON "g"   HOOKED TAIL ON "y"

HOW TO SPOT

A	A has a curved crossbar and slap serif apex
H	High-waisted caps
e	Diagonal crossbar on e
k	Slight curve in k lower diagonal

ALTERNATE CHOICES

ITC Bookman®

Footlight™

Friz Quadrata™

ITC Korinna®

PERFECT PAIRINGS

Classic Grotesque™

DIN® Next

Gill Sans® Nova

Helvetica® Now