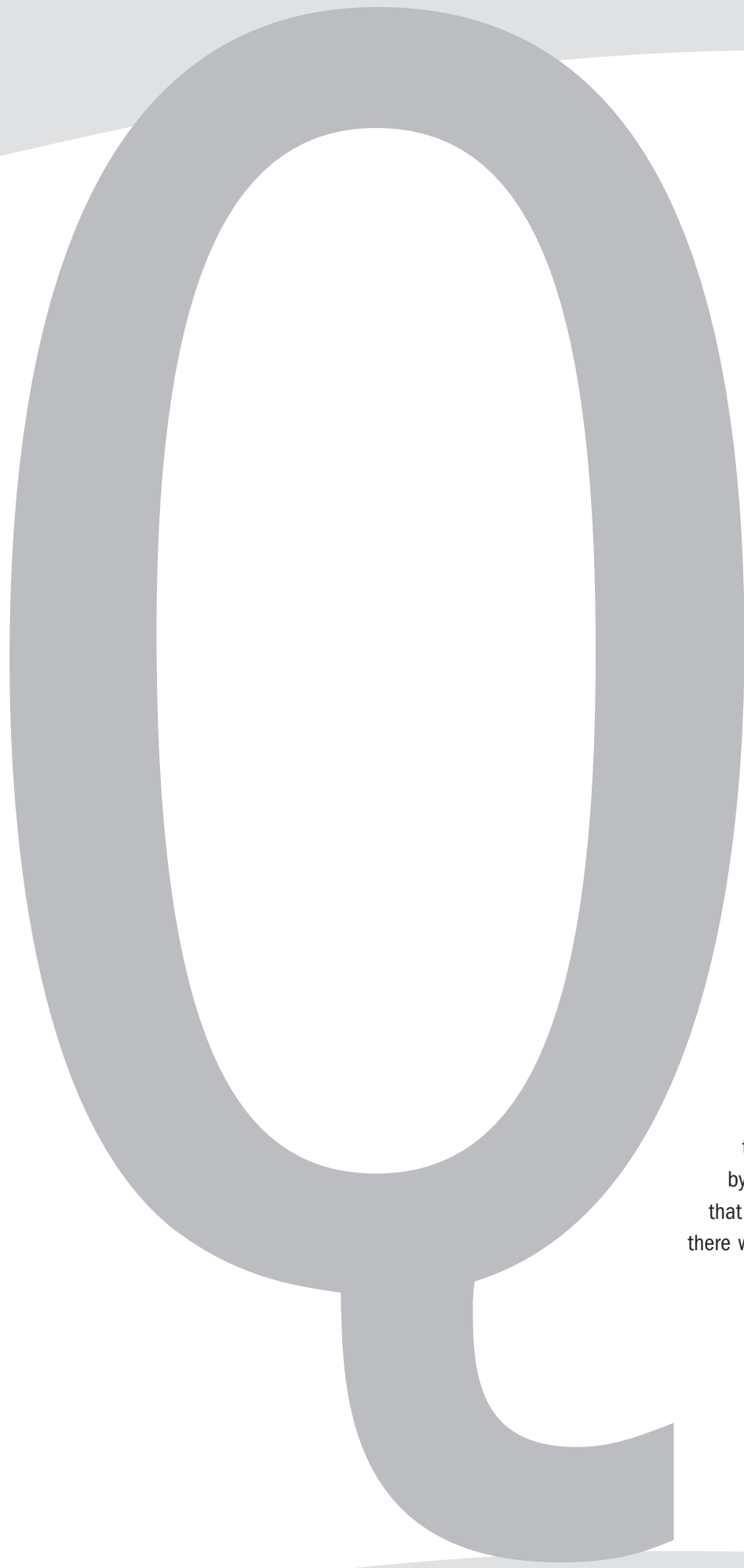


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Fans of bold, stylish yet simple typefaces, certainly might feel an allure to Franklin Gothic, the elegant sans-serif type that draws in the eye with its unique lowercase g (designed with an old-fashioned ear curving to the upper right) and fairly heavy yet highly readable letterform, making its original purpose, for newspaper headlines and copy, a success. Franklin Gothic contains many traits that make it highly recognizable other than its lowercase g. In Franklin Gothic Std No. 2 Roman by Adobe, the closed counters of the O, Q, b, d, o, p, and q are very tall, straight, and oval in shape. Generally speaking, most variations of the type have an uppercase G with a design similar to Helvetica's, an arrow-like shape with more definition and a square-shape to the upper part, and more of a point to the lower part. The type's uppercase Q's tail swings just a tad to the right in bolder fonts, while in book weight it curves downward from the lower center of the letterform. Lastly, the a is more similar to earlier, traditional predecessor fonts in design due to its body shape and upward "bang" or curve that extends up off it.

The first Franklin Gothic type was created in the United States in 1902 for the American Type Founders by Morris Fuller Benton. The first part of its iconic name is believed to be based off of none other than Benjamin Franklin himself, while the latter part is likely to do with the prior century's release of the new sans-serif fonts in a series titled "Gothic" by the Boston Type and Stereotype Foundry. The typeface gave a tremendous and much-needed update to nineteenth-century sans serif typefaces. Other variations of the type were created over a span of ten years by Benton. While there was initial speculation, by Alexander Lawson, a historian, that Franklin Gothic was influenced by Berthold's Akzidenz-Grotesk typefaces, there was no proof to support this speculation until Philip Meggs and Rob Carter.

1902

**Morris Fuller Benton
United States**

Franklin Gothic