

# ITC Bauhaus

## SPOTTING ITC BAUHAUS

o B P R a  
b d g p q  
X x S s e

- Characters are strict geometric forms
- Bowls of the **B, P, R, a, b, d, g, p,** and **q** do not close
- Cap and lowercase **x** are made from curves
- Cap and lowercase **s** are flat on top and bottom
- Diagonal crossbar on **e**

## ETYMOLOGY

Ed Benguiat & Victor Caruso  
1976

## FAMILY

Five weights.

## FONT FACTS

Bauhaus Heavy was originally intended to be a “display-only” design and was accompanied by Bauhaus Outline. With the advent of digital technology, the Outline version was dropped from the family and the Heavy was made part of the now “text/display” offering.

# ITC Avant Garde Gothic

## SPOTTING ITC AVANT GARDE GOTHIC

e a s  
i j G

- Geometric character shapes
- Single-storied **a**
- Narrow **s**
- Square dots on **i** and **j**
- Low crossbar on **G**

## ETYMOLOGY

Herb Lubalin & Tom Carnase  
1967 for Avant Garde Magazine  
Released by ITC in 1971  
Condensed by Ed Benguiat in 1974

## FAMILY

Five weights with corresponding italics and four condensed designs.

## FONT FACTS

Avant Garde Gothic was created in the late 1960s for a new magazine conceived by the forward-thinking publisher and editor Ralph Ginzburg. The publication was to be called, fittingly, Avant Garde. Herb Lubalin created the logo and Tom Carnase drew the alphabet based on Lubalin’s sketches. In the process the duo created a large suite of alternate characters and special ligatures.

**PRINTING TIP:** These cards are designed to be printable on Avery 4" x 6" Laser Postcards #5389. To ensure proper reproduction, make sure your Adobe Acrobat preferences are not set to shrink, enlarge or scale.

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ITC Avant Garde Gothic™

Freedom  
of the press  
is limited to  
those who  
own one.

*A. J. Liebling  
(1904–1963)  
American journalist*

ITC Bauhaus™

**Silence is  
argument  
carried out  
by other  
means.**

*Ernesto "Che" Guevara  
(1928–1967)  
Cuban revolutionary*