

ITC Tactile

SPOTTING ITC TACTILE

n m s
2 P f

- Bracketed left serifs; large slab right serifs
- Large slab serif on bottom of **s**; not on top
- Descending serif on base of **2**
- Open bowl on **P**
- Italic **f** drops below baseline

ETYMOLOGY

Joe Stitzlein
Released by ITC in 2002

FAMILY

Three weights with corresponding italics, small caps and old style figures.

FONT FACTS

A blend of subtle typographic paradoxes: capitals that have traditional epigraphic proportions combined with a lower-case that has a uniform optical width, light weights that are stately and elegant while bold designs that are almost jolly. This typeface even combines two distinctively different serif designs.

ITC Cheltenham

SPOTTING ITC CHELTENHAM

g A G
e p k t

- Open bowl on **g**
- Apex of **A** extends to the left
- Spur on **G**
- Open bowl on italic **e**, **p** and **k**
- Flat top of **t**

ETYMOLOGY

Cheltenham Oldstyle by Bertram Goodhue
Released by American Type Founders in 1902
Additional weights by Morris Fuller Benton
ITC Cheltenham by Tony Stan in 1975

FAMILY

Four roman and condensed weights with corresponding italics for each.

FONT FACTS

The original Cheltenham suffered from a diminutive x-height. In the mid-1970s ITC commissioned Tony Stan to revitalize the septuagenarian design and correct a few of its shortcomings. The first thing Stan did was enlarge Cheltenham's x-height. Counters were drawn more open and the lowercase proportions were adjusted in keeping with the caps.

ITC Cheltenham™

**Silence is
golden when
you can't
think of a
good answer.**

*Muhammad Ali
(1942 -)
US boxer*

ITC TACTILE™

**Happiness
is good
health
and a bad
memory.**

*Ingrid Bergman
(1915-)
Swedish actress*