

ITC Charter

SPOTTING ITC CHARTER

a M E
h n m

- Straight trailing edge on lowercase ball-terminals
- Heavy square serifs
- Extended **E** base stroke
- Pennant ascender serifs
- Wide italic

ETYMOLOGY

Matthew Carter
1987

FAMILY

Three weights with corresponding italics.

FONT FACTS

When Matthew Carter drew ITC Charter in 1987. His goal was to create a typeface that was equally at home in an office report, a fine book or an advertising headline.

Follows traditional old style types in proportion and form, but with design features not found in old style typefaces: a generous x-height and sturdy, open letterforms.

ITC Franklin Gothic

SPOTTING ITC FRANKLIN GOTHIC

g a t
G M Q

- Bowl and loop **g**
- Two-story **a**
- Top of **t** tapered
- Spur of **G** tapered
- **M** is square
- **Q** tail curves

ETYMOLOGY

Morris Fuller Benton for ATF in 1902
Victor Caruso for ITC in 1980
David Berlow for ITC 1991

FAMILY

Eleven weights/Nine italics

FONT FACTS

Franklin Gothic was the third in a series of new sans serif typefaces designed after ATF was founded in 1892. Named after Benjamin Franklin.

In 1837 the Boston Type and Stereotype Foundry issued a new series of types without serifs under the name "Gothic." This was the first time sans serif typefaces were offered in America.

ITC Franklin Gothic™

**Genius
without
education is
like silver
in the mine.**

*Benjamin Franklin
US author, inventor, physicist,
politician, & printer
(1706 – 1790)*

ITC CHARTER™

**If you obey
all the
rules, you
miss all the
fun.**

*Katharine Hepburn
American actress
(1907–2003)*