

ATF

ATF HEADLINE GOTHIC

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ATF Headline Gothic

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cries out to be used in headlines, and that is exactly how it was used after it was first created by American Type Founders in 1936 with newspapers in mind. It would be hard to imagine a better typeface for a shocking front-page headline in a scene from an old black-and-white movie. With its all-caps character set and its big, bold, condensed design, ATF Headline Gothic is the epitome of its name.

EXTRA! EXTRA!

The style of ATF Headline Gothic recalls the bold, condensed Gothic display faces of the 19th century, but with more refinement in its details than many large types of the time (typically wood type). Its most recognizable trait is the restrained high-waisted M, with short diagonal strokes that end with their point well above the baseline; this avoids the sometimes cramped look of a bold condensed M with a deep “V” in the middle, common in many similar headline faces. The digital ATF Headline Gothic, like its predecessor, comes in a single weight, all caps, but offers two styles: one crisply drawn, and a “round” version with softer corners, to suggest a more “printed” feel, reminiscent of wood type. Of course, in either style it features a full modern character set, including necessary symbols, such as the Euro, that didn’t exist in 1936. Design: Morris Fuller Benton, American Type Founders, 1936; Mark van Bronkhorst, Iginio Marini, & Ben Kiel, 2015



MODERN DESIGN

NUMEROUS PURSUITS

POSTAGE FIVE CENTS EACH

IMPERCEPTIBLE MEASUREMENTS

STREET MUSICIAN ENTERTAINS TUTOR

**CLIMBING MOUNTAIN
RECORDS EXPLAINED**

**DESIRES KNOWN METHOD
MODEST ADVERTISEMENT**

**EXPRESS DELIGHTFUL THOUGHT
CHOICE OPPORTUNITY IN CITIES**

**FOUND LURKING AROUND CORNER STORES
EXPORTED HORSES RECEIVING FINER CARE
DISTINCTIVE AND PICTURESQUE CONCEITS**

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CHARACTER SET INFORMATION: ATFTYPE.COM

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AUTOMATICALLY

MUSICAL RECEPTIONS

STYLISH CHARACTERISTIC

PRODUCERS BOUGHT GROCERIES

INTERESTING EXPERIENCE DESCRIBED

SURPRISED ANIMALS

CLIMBING MOUNTAIN

IMPROVING STRUCTURES

MAKES EXQUISITE SERIES

EXTEND PATROLLING DISTRICTS

USEFUL \$1234567890 FIGURES

DISCOVERED ANCIENT HISTORY THURSDAY

MISREPRESENTED HISTORICAL CONDITION

EXPORTED HORSES RECEIVING FINER CARE

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CHARACTER SET INFORMATION: ATFTYPE.COM

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