

ATF POSTER GOTHIC

IS AN EXPANSION OF A TYPEFACE DESIGNED IN 1934 BY MORRIS FILLER BENTON FOR AMERICAN TYPE FOUNDERS. THE ONE-WEIGHT DESIGN WAS A SLIGHTLY CONDENSED DISPLAY COMPANION TO BENTON'S POPULAR BANK GOTHIC® FAMILY. THIS NEW FAMILY OF AGGRESSIVELY RECTILINEAR HEAD-LINE TYPES FEATURES 30 FONTS. GREATLY EXPANDING THE DESIGN'S POS-SIBILITIES. THE ALL-CAPS DESIGN SPORTS SQUARE CORNERS IN THE COUN-TERS, CREATING TENSION BETWEEN ANGULAR AND CURVED DETAILS; THIS FEATURE, AND THE GENERALLY RECTANGULAR SHAPE OF THE WHOLE AL-PHABET. MAKES ATF POSTER GOTHIC DISTINCTIVE ON THE PAGE OR SCREEN. WHILE ITS RELATIONSHIP TO BANK GOTHIC MAKES IT SOMEHOW FAMILIAR. CERTAIN WEIGHTS ALSO RECALL THE STYLE OF LETTERING USED ON ATH-LETIC TEAM JERSEYS. TELEVISION CRIME DRAMAS. ACTION & ADVENTURE MOVIE TITLES. AND ENGRAVED STATIONERY. WITH THREE WIDTHS AND FIVE WEIGHTS. ATF POSTER GOTHIC IS BOTH DISTINCTIVE AND VERSA-TILE. THE COMPLETE FAMILY IS ALSO AVAILABLE IN A "ROUND" VERSION. WITH CORNERS SUBTLY ROUNDED FOR A SOFTER, MORE "PRINTED" FEEL.

MORRIS FULLER BENTON, AMERICAN TYPE FOUNDERS, 1934
MARKVAN BRONKHORST, LUIS BATLLE, IGINO MARINI, & BEN KIEL, 2015

THREE WIDTHS: NORMAL, CONDENSED, & EXTRA CONDENSED

YOUTHFUL LOVERS ESCAPING MIDNIGHT SERENADES CEASED GYMNASIUM AND FIELD SPORTS FINE MAGAZINE ADVERTISEMENT DEVELOPS USEFUL INFORMATION

PRODUCED HANDSOME PRINTING HUDSON BRIDGE DELIGHTS TOURIST YOUNG LADIES ENTERTAIN GENTLEMEN ORGANIZER ENDORSES NEW CANDIDATE ROMANTIC EXCURSION DURING AUTUMN

FOUR BEAUTIFUL BUILDINGS ERECTED DEPOSITING \$1234567890 MONEY FRIDAY AMBITIOUS TECHNICAL STUDENTS RECOGNIZED FOREIGN WRESTLER DEVELOPING MUCH MUSCLE WHEEL OF PROGRESS KEPT TURNING EVERY HOUR

FIVE WEIGHTS: LIGHT, REGULAR, MEDIUM, BOLD, & HEAVY



BEHEMOTH EPIDEMIOLOGY CYLINDERS NOISY MARVELOUS HISTORIANS

PRINTS CLEAR MODIFICATION

REMODEL SHOPS COMPREHENSIVE

REMAINS HANDSOME SUBCONSCIOUSNESS

DISCUSS LONG RESOLUTION SHOWED BEAUTIFUL ENGINE PLACED GREAT CONFIDENCE ABCDEFGH IJKLMNOP QRSTUVWX YZ&12345 67890\$¢£ €¥.,-':;!?@

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SYNCOPATION LARGE FIELDS

SOUTHERNMOST MODERN DESIGN

CURIOUS LABYRINTH SEMITRANSPARENCY

ENTERPRISING MERCHANTS BUILDING MODERN HOUSES THEY MUST BE EASILY READ ABCDEFGH IJKLMNOP QRSTUVWX YZ&12345 67890\$¢£ €¥.,-':;!?@

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BOHEMIAN NATURALISTIC ANACULARIZATION PHOTOCHROMOGRAPHY

CONDITIONED EXAMINATION

GEOMETRICALLY CONGLOMERATE

SPEED IS ESSENTIAL FARM PRODUCTIONS

CHILDREN AMUSING ZEBRA BOUGHT USEFUL MATERIAL EXPOSED POLITICAL DEALS ABCDEFGH IJKLMNOP QRSTUVWX YZ&12345 67890\$¢£ €¥.,-':;!?@

BOHEMIAN NATURALISTIC STRESENTATIVE VERNACULARIZATION PHOTOCHROMOGRAPHY

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JELLYFISH FASHIONABLY VENTRILOQUISM THIS WE GUARANTEE SUPERIOR INVESTMENT

BLACKBERRY SILVERSMITH

IMPERCEIVABLE ASTONISHMENT

EXPERT LOCKSMITH GRAND COMEDIANS

FAMOUS CIRCUS ACROBAT GRACEFUL DANCE SKETCH DECORATED HANDSOMELY ABCDEFGH IJKLMNOP QRSTUVWX YZ&12345 67890\$¢£ €¥.,-':;!?@

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KUMQUAT GYMNASTICS INTERNATIONAL CONFIRMS VICTORY PHOTOLITHOGRAPHER

AMPERSAND PICKPOCKET

HORSE EXHIBIT GRASSHOPPER

EXPENSIVE HABITS RIVERS MEASURED

REMARKABLE MANSIONS STORY OF A WILD CAREER NEWSPAPER PUBLISHING ABCDEFGH IJKLMNOP QRSTUVWX YZ&12345 67890\$¢£ €¥.,-':;!?@

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ASTIGMATISM PROCRASTINATOR DISCLOSED NEW FACT SELECTING COMBINATIONS CAUSE AND EFFECT RELATIONS

BACTERIOSCOPIC PHILANTHROPIST

COMPREHENSIBILITY INHERITED MANSION

DISTINGUISHED KINGDOM SELECTS GENIAL DESIGNS

NUMEROUS SOUVENIRS OBTAINED SHOWED MARVELOUS INVENTIONS BROADWAY PRODUCTION PLEASED

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CARBONATED RECOGNIZABILITY SHIP DRIFTS RAPIDLY UNFORTUNATE AUTHORITY BUILD MODERN OPERA HOUSE

FAMILIARIZATION PHILANTHROPIST

GIGANTIC ELEPHANT THERMOREGULATOR

DESCRIBED NEWSPAPERS GIRL WITHDREW PROMISE

FOREIGN DELEGATIONS ENTERING DESTROYING SEVERAL BUILDINGS HELPING YOUTHFUL COMPOSITOR

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ENTHUSIASM PHOTOMAGNETIC THERMOBAROMETER PERFORMERS RETURNING PRINTED HANDSOME LEAFLET

BRONTOSAURUS CONFECTIONERY

CINEMATOGRAPHER FOUND NEW THINGS

PRECIOUS GEMS STOLEN CARDIOSPHYGMOGRAPH

ANCIENT FACES BEING REPLACED DESIGNS SUBMITTED IMPROVING IT WAS AN AGE OF MAGNIFICENCE

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DESPERADO LIBERALIZATION GENTLEMANLINESS HANDSOMEST GARDENS BORDERS AND ORNAMENTS

EMOTIONALISM KINDERGARTEN

BACTERIOLOGICAL SOLVING MYSTERY

LITERARY DEPARTMENT INSPECTOR PROMOTED

NEARLY PERFECT EXPOSITIONS
GREATEST GENERAL RETURNED
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CHARACTER SET INFORMATION: ATFTYPE.COM

ATF

BELVEDERE CARDIOGRAPH SUPERINTENDENT NUMEROUS PURSUITS THE SAME IS TRUE OF TILE

COMBINATION HAIRDRESSER

NORTHWESTERLY SANCTIMONIOUS

COMPACT KINGDOMS SHIP DRIFTS RAPIDLY

RESERVE STOCK ENORMOUS CONTINUE EARNEST SEARCH INTRODUCED MINING STOCK

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WONDERSTRUCK MUSICAL RECEPTIONS MODERNIZED NUMBERING SERIOUS CONDITIONS DETECTED RECEIVED TWO THOUSAND MESSAGES

STEREOGRAPHICALLY NOTHING IS PERFECT

HANDSOME CHARACTERS SILVER HUNTERS RETURN

CONTAINING MODERN DESIGNS GIRL DANCER CAUSED TROUBLE

WISELY AVOIDS PERSISTENT ELABORATION ENORMOUS DEMANDS RECEIVED TUESDAY CONVENTIONAL SHOUTERS DISEMBARKED

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ICONOGRAPHER LANGUAGE QUESTION STYLISH CHARACTERISTIC UNUSUAL GATHERING EXPECTED SECURING NUMEROUS TYPE ORDERS

SEMITRANSPARENCY HANDSOME PRINTER

RARE SPECIMENS OF ART PRECIOUS GEMS STOLEN

FASHIONABLE COUPLES DANCE DISPLAYED HANDSOME SHIRTS

SHOWS EXQUISITE MODERN TYPE DESIGN REASONABLE REQUIREMENTS PROPOSED RECEPTION GIVEN PROMINENT MEMBERS A B C D E F G H
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ENTREPRENEUR SURPRISED ANIMALS MONSTROUS THEATRICAL ACTOR FOLKS THRONG STREETS CHASING FOXES THROUGH MEADOW

GIGANTIC ELEPHANT ADVENTUROUSNESS

RESUMING OPERATIONS SUPERB MATERIAL USED

ANCIENT HISTORY MENTIONED POPULAR CONDENSED SERIES

CARVE STATUE DURING SPARE MOMENTS EXCELLENT SERIES FOR ANY NEWSPAPER SOME RATHER SELECT BORDER DESIGNS

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ROMANESQUE EXPENSIVE HABITS BEAUTIFUL RESIDENCE DETERMINING INSTRUCTION POET INSTRUCTS YOUNG WRITER

AMBIDEXTROUSLY INDEMNIFICATION

CHOICEST ROSEBUSH SELECT MODERN TYPE

GEOLOGICAL EXAMINATION CONSTRUCTION MACHINES

SHOWING REMARKABLE SOUVENIRS APPRECIATION OF QUALITY IN FACES RAILROAD ROUTE TO PACIFIC OCEAN

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MAGNESIUM CONSERVATOIRE GENUINE TRIUMPHS EXPERIENCED EMPLOYER SPLENDID FLOWER GARDENS

CHAMPIONSHIP ELECTROMOTOR

INSTRUMENTALISM THERMODYNAMICS

EXPLANATIONS SOUGHT PRACTICAL ENDS NOTED

CROWDED DEPARTMENT STORES LOVELY SPRING WEATHER TODAY GROCER DISTRIBUTES BISCUITS

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