ITC Avant Garde Gothic

CONTENTS

LUBALIN

Most people recognize the name Herb Lubalin in association with the typeface Avant Garde. And he was the typographer and designer behind its creation, after the success of Avant Garde Magazine and its typographic logo. But, his career spanned a much wider scope than that. One of the people behind the culture-shocking magazines Avant-Garde, Eros and Fact, he was a constant boundary breaker on both a visual and social level. Part of the founding team of the International Type-face Corporation (ITC) and the principal of Herb Lubalin, Inc it was hard to escape the reach of Herb during 1960s and 70s.

His constant search for something new and a passion for inventiveness made him one of the most successful art directors of the 20th century. He had offices internationally in Paris and London and partnered with many talented individuals over the years including Aaron Burns, Tom Carnase, Ernie Smith and Ralph Ginzburg. A graduate of the Cooper Union in New York he spent time as a visiting professor there as well as designed a logo for them. Constantly working and achieving much success throughout his career, at the age of 59 he proclaimed "I have just completed my internship."
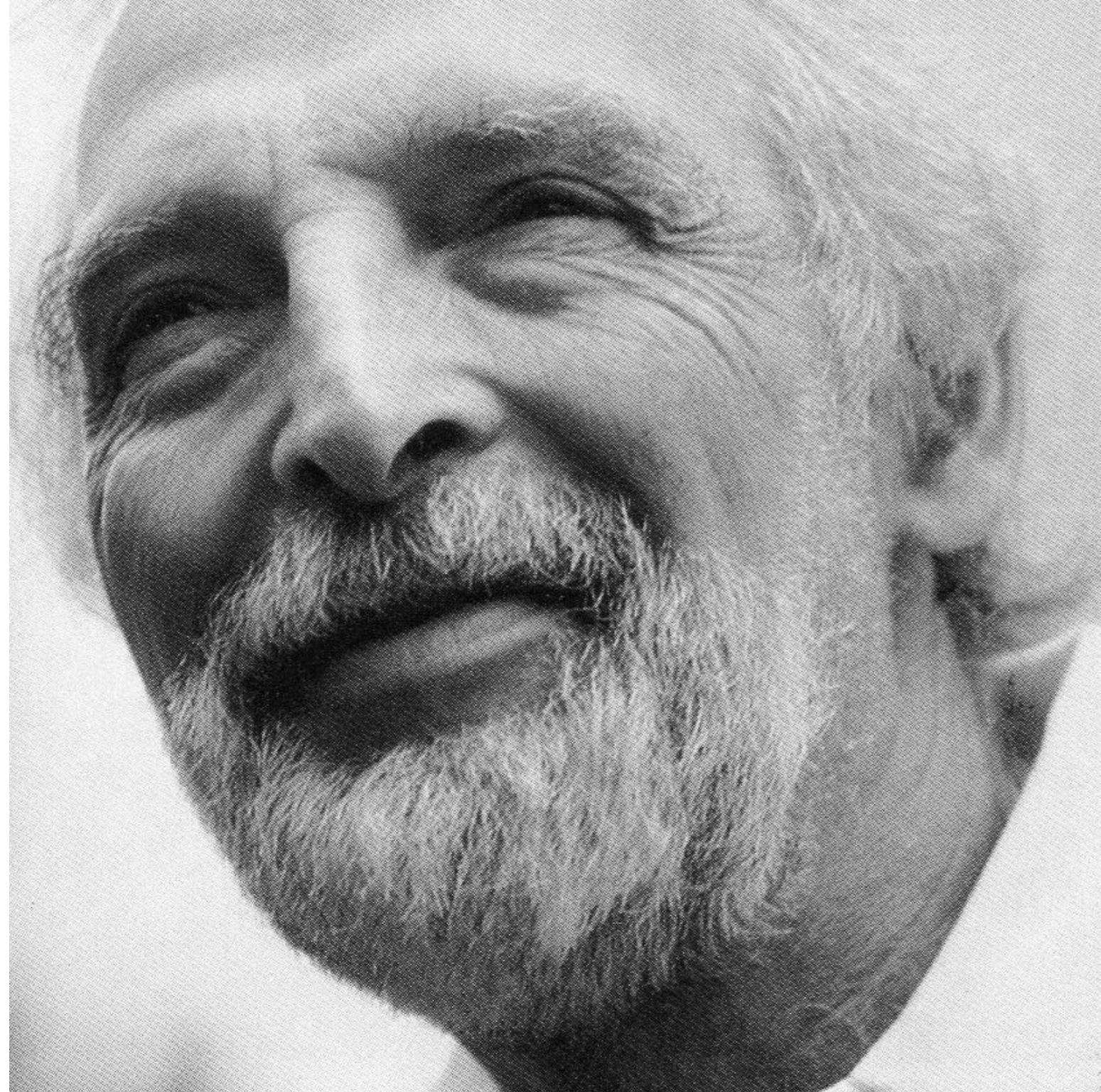
LET'S TALK TYPE, LET TYPE TALK.

Herb Lubalin

HISTORY

Avant Garde was first used as the logo for a new magazine by the publisher and poet Ralph Ginzburg. Herb Lubalin, the art director for the publication, showed several sketches for the logo to Ginzburg but none captured the concept of the magazine to be called Avant Garde. Finally, for his historic solution, "Luballin adapted gothic caps and changed the angles of the "A" and "V" so they fit together like a wedge of pie. He angularized the second "A"so that its right stem is parallel with the left of the "N" and halved the "T" so that one half of it was part of the "N." The perfectly round "G" carved into the angular "A" in the GARDE.

Both words were tightly letter spaced to be perfectly stacked and thus could fit as a block anywhere on the cover. Lubalin turned his rough sketch over to type designer Tom Carnase, his partner at Lubalin Smith Carnase, who rendered the final form. Since Lubalin wanted all department heads for the magazine to be consistent with the logo, Carnase designed additional characters and created more ligatures. After making a handful of there were almost enough characters to complete an entire alphabet and Avant Garde Gothic was born.

ITC Avant Garde Book Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ITC Avant Garde Extra Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ITC Avant Garde Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ITC Avant Garde Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ITC Avant Garde Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ITC Avant Garde Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ITC Avant Garde Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Type Sizes

Avant Garde is a geometric sans serif type that is reminiscent of the work from the 1920s German Bauhaus movement. Its distinct look and popularity make it an obvious choice for my list of interesting fonts. 8 Pt

Avant Garde is a geometric sans serif type that is reminiscent of the work from the 1920s German Bauhaus movement. Its distinct look and popularity make it an obvious choice for my list of interesting fonts. 10 Pt

Avant Garde is a geometric sans serif type that is reminiscent of the work from the 1920s German Bauhaus movement. Its distinct look and popularity make it an obvious choice for my list of interesting fonts. 12 Pt

Avant Garde is a geometric sans serif type that is reminiscent of the work from the 1920s German Bauhaus movement. Its distinct look and popularity make it an obvious choice for my list of interesting fonts. 14 Pt

Avant Garde

Apex

Crossbar

Shoulder Ascender

Eye

Anatomy

Shoulder

Stem
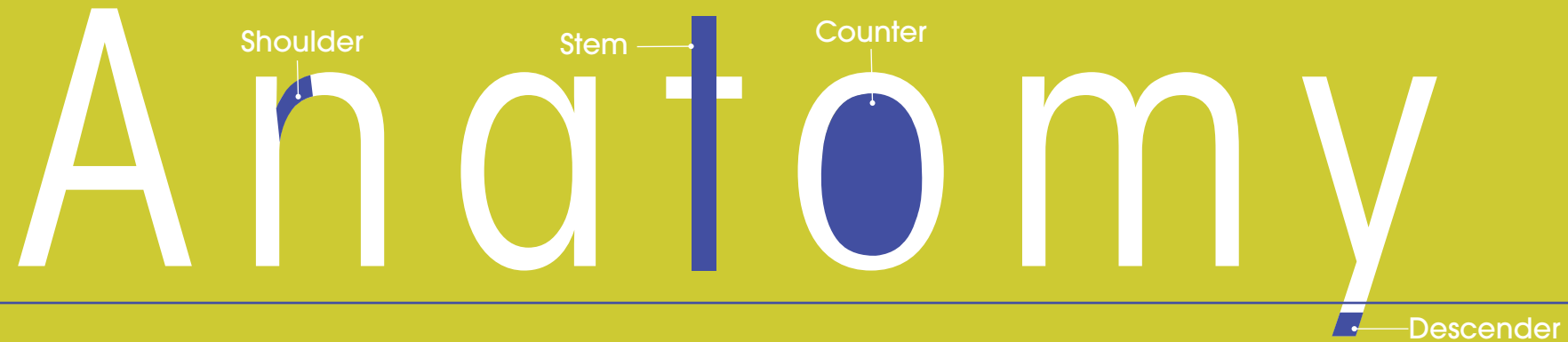
Counter

Descender

Type Anaotmy

Apex: a point at the top of a character where two strokes meet.
Counter: The negative spaces inside letter forms.
Ascender: the part of a lower-case letter that is taller than the front's x-height.
Descender: the part of the letter that extends below the baseline.

Crossbar: the horizontal stroke in letters.
Eye: refers specifically to the enclosed space in a lowercase e.
**Shoulder:** the curved stroke aiming downward from a stem.
Stem: the main vertical stroke in upright characters.

Even thoguh the ligatures we're not published at first when the typeface was originally developed, that are included now. However, many designers are accused of abusing the ligatures and the Avant Garde typeface in general because they are using it incorrectly. The ligatures are used in the original logo design for the magazine Avant Garde.ITC Avant Garde Gothic's tight-fitting and overlapping alternates and ligatures are a trademark of '60s and '70s design, but have seen a huge resurgence of late.
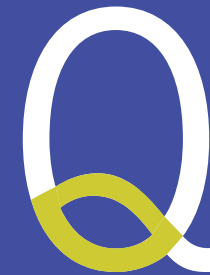
Maligned by some, sought by many, Herb Lubalin's logo-turned-typeface has become a go-to font for hipsters and fashion mags the world over. There are two ways to get these special characters for Avant Garde. Each version is based on the original film-based design, but are digitized slightly differently.

Æ SS ST

EA KA RA

LA GA FR
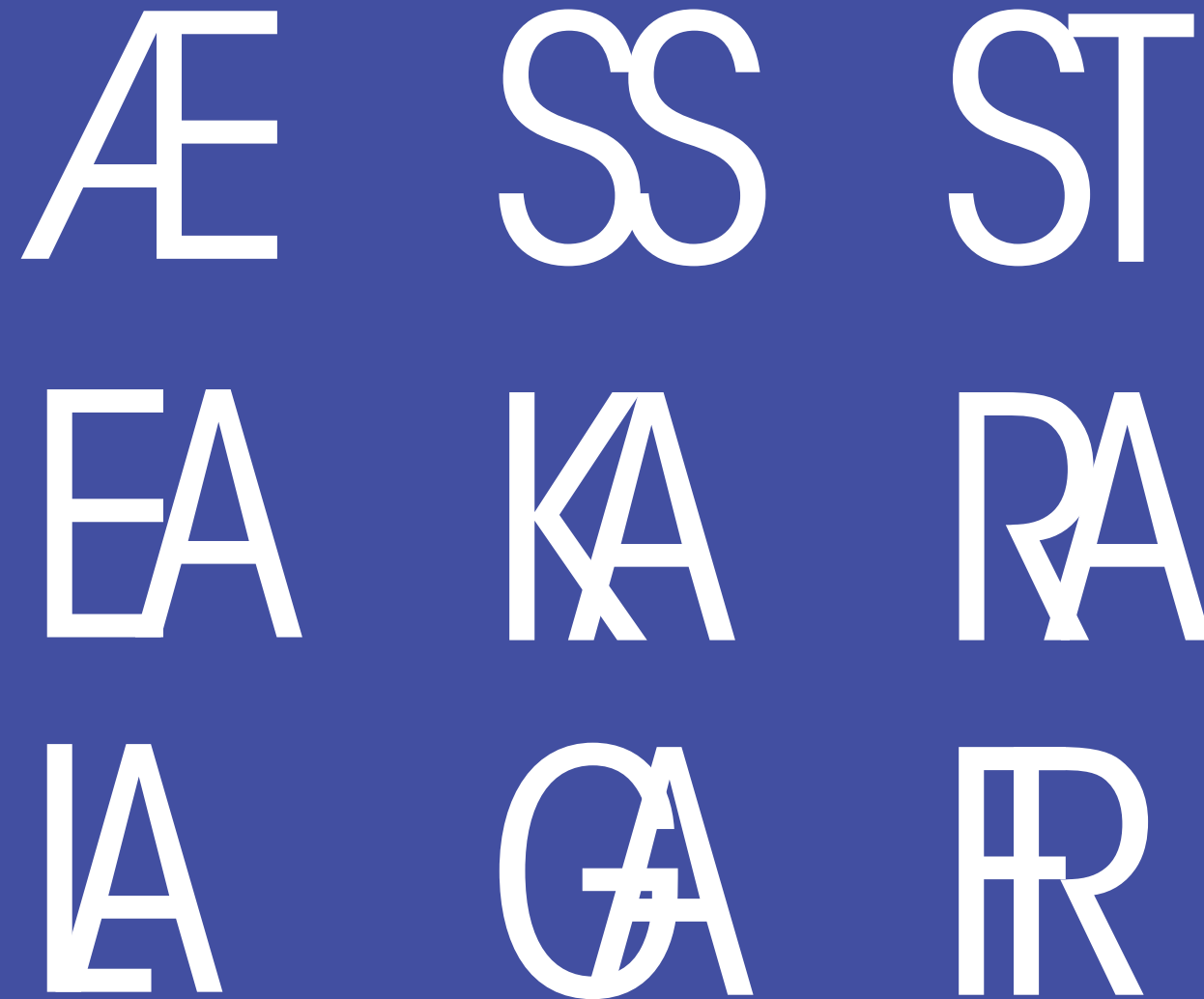
FEATURES

Avant Garde is a geometric sans serif type. Its letterforms are built upon basic shapes such as straight lines and circles that are very reminiscent to work of the Bauhaus movement in the 1920s. The lowercase type has large, open counters and large x-heights that make it perfect for display copy or short snippets of text. Some key feautures and character-istics that help identify this type are the low crossbar on the uppercase G, open counter on the uppercase R, vertical rectangular dots over the lowercase i and j, and wavy tail from the inside counter of the uppercase Q.

Q

Wavy Tail

R

Open Counter

G

Low crossbar

ij

Rectangular Title

M

Flat Apex

K

Stepped Joint

International Typeface Corporation