ITC Berkeley Oldstyle

SPOTTING ITC BERKELEY OLDSTYLE

A X Q
a e *e*

- Apex of **A** extends to right
- Hairline diagonal of **X** curves
- Italic **Q** is open
- Blunt end to **a** stem
- Diagonal bar of **e**
- Bar of italic **e** extends beyond the bowl

ETYMOLOGY

Frederic Goudy/Tony Stan
Custom design for University of California Press in 1938
Revived in 1983 by Tony Stan

FAMILY

Four weights with corresponding italics.

FONT FACTS

The typeface University of California Old Style, the basis for ITC Berkeley Oldstyle, was one of Frederic Goudy's favorite designs. Goudy was also the first to use the completed fonts in a commemorative book *Typologia,* which was published in the fall of 1940.

ITC Conduit

SPOTTING ITC CONDUIT

O g a
t y Q

- Round characters have flat sides
- Top of **a** bowl is flat
- **g** and **a** are two-storied designs
- Lowercase **t** is a roman design
- Tail of lowercase **y** curves
- Tail of **Q** is at 6:00

ETYMOLOGY

Mark van Bronkhorst
First weights released in 1997
Additional designs in 2002

FAMILY

Seven weights with corresponding italics. Small caps and old style figures for all. Thirty-five fonts, total.

FONT FACTS

Mark van Bronkhorst claims he had parking lot signs in mind when he designed ITC Conduit. "It's the kind of lettering you might find on boilers, assembly diagrams, and desiccant packets: plain, grid-based, visually incompetent, yet legible and direct." Unlike most typefaces, where each letter is carefully rendered, ITC Conduit was constructed.

ITC Conduit™

Slight not what's near through aiming at what's far.

Euripides
Greek tragic dramatist
(484 BC – 406 BC)

ITC Berkeley Oldstyle™

An eye for an eye makes the whole world blind.

Mahatma Gandhi
Indian ascetic &
nationalist leader
(1869 – 1948)

PRINTING TIP: These cards are designed to be printable on Avery 4" x 6" Laser Postcards #5389. To ensure proper reproduction, make sure your Adobe Acrobat preferences are not set to shrink, enlarge or scale.