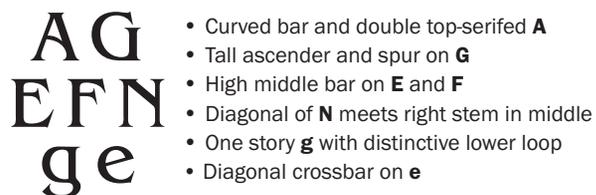


ITC Benguiat

SPOTTING ITC BENGUIAT



ETYMOLOGY

First weight drawn by Ed Benguiat in the middle 1970s
Condensed designs drawn by Benguiat in 1978

FAMILY

Three roman weights with corresponding condensed designs.
All have complementary italics.

FONT FACTS

The design that was to become ITC Benguiat was rejected the first time Ed Benguiat submitted it to International Typeface Corporation's Typeface Review Board. He persisted and actively sought out each Board member's approval. When he resubmitted the design in 1976, the Board approved it – and the typeface family immediately became one of the company's most popular designs.

Friz Quadrata

SPOTTING FRIZ QUADRATA



ETYMOLOGY

Roman drawn by Ernst Friz in 1965
Licensed by ITC and Bold weight added in 1973
Italic drawn for ITC in 1992 by Thierry Puyfoulhoux

FAMILY

Two weights with corresponding italics.
Small caps and old style figures are also available.

FONT FACTS

The first weight of Friz Quadrata was created in 1965 by Swiss designer Ernst Friz, and was one of the original winners of the Visual Graphics International Typeface design competition. A few years later, ITC licensed the design from VGC and commissioned Victor Caruso to add a bold weight to Friz's initial design.

Friz Quadrata™

NO BIRD
SOARS TOO
HIGH IF HE
SOARS WITH
HIS OWN
WINGS.

*William Blake
(1757–1827)
English engraver,
illustrator, & poet*

ITC Benguiat™

*If you're
going
through
hell, keep
going.*

Sir Winston Churchill
(1874 – 1965)
British politician