

# ITC Weidemann

## SPOTTING ITC WEIDEMANN

e x X  
H n i

- Angled crossbar of **e**
- Large x-height
- Modest contrast in stroke thickness
- Condensed lowercase proportions
- Short serifs

## ETYMOLOGY

Kurt Weidemann  
1983

## FAMILY

Four weights with corresponding italics.

## FONT FACTS

Name is pronounced “vi-day-mun.” First called “Biblica,” this typeface was originally commissioned by the German Bible Society on the occasion of the first Bible translation mutually sponsored by the German Catholic and Protestant church authorities.

# ITC Goudy Sans

## SPOTTING ITC GOUDY SANS

A U  
e g w

- Flag on cap **A**
- Bottom of **U** bows out
- Crossbar of **e** is angled
- Two-storied **g**
- Second stroke of **w** is truncated

## ETYMOLOGY

Frederic Goudy  
First weights in 1929  
Revived by Compugraphic with additional weights in 1980  
More weights added by ITC in 1986

## FAMILY

Four weights with corresponding italics.

## FONT FACTS

Frederic Goudy normally designed serif typestyles – usually based on historical tradition. While his initial work on this family certainly varies from his practice of drawing serif typestyles, it does not to the extent that ITC Goudy Sans has definite ties with classic letter shapes. The strong lineage between it and ancient Roman epigraphy is readily apparent.

**ITC Goudy Sans™**

**You're  
never too  
old to  
become  
younger.**

*Mae West  
U.S. movie actress  
(1892–1980)*

**ITC Weidemann™**

**There is  
nothing more  
dreadful than  
imagination  
without taste.**

*Johann Wolfgang von Goethe  
German dramatist, novelist,  
poet, & scientist  
(1749–1832)*