

News Gothic

SPOTTING NEWS GOTHIC

t g f
G Q

- Curved base on **t**
- Bowl and loop **g**
- Narrow **f**
- **G** has a spur
- Tail of **Q** extends from bottom

ETYMOLOGY

Morris Fuller Benton in 1908
Additional weights and proportions in the 1940s and 50s.

FAMILY

As available from Monotype, two weights with corresponding italics and two condensed designs

FONT FACTS

An honest, straight-forward appearance combined with a slightly condensed character design, makes News Gothic a natural for advertising and promotional projects. This was the fourth “gothic” family from Benton. It was preceded by Globe Gothic, Alternate Gothic, and Franklin Gothic.

Albertina

SPOTTING ALBERTINA

W A
J s r

- Second diagonal in **W** is clipped
- High crossbar on **A**
- **J** drops below baseline
- Extended top serif on **s**
- Flag terminal on **r**

ETYMOLOGY

Chris Brand in 1966
Revived for digital technology by Frank E. Blokland

FAMILY

Three weights with corresponding italics, small caps, and old style figures.

FONT FACTS

Albertina was originally intended to be a font for typesetting with metal type but was released for the Monophoto typesetter instead. The first use of the typeface was for a catalog of the work of Stanley Morison, exhibited at the Albertina Library in Brussels in 1966.

ALBERTINA™

**Do not wait
for leaders;
do it alone,
person
to person.**

*Mother Teresa
(1910–1997)
Catholic nun & missionary*

News Gothic™

**An ounce
of action
is worth
a ton
of theory.**

*Friedrich Engels
(1820–1895)
German socialist &
economist*