



**SUCH A SHAME
THAT PEOPLE
SAVE THEIR
FREEDOM OF SPEECH
FOR THE TOILET
WALL**



Loesje

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TORONTO

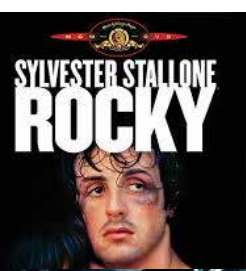
ORDER 978-888-012
http://www.loesje.org

Category Sans-serif
Classification Grotesque
Designer Morris Fuller Benton
Foundry American Type Founders
Date released 1902–1967
Based on Akzidenz-Grotesk(Berthold)

Franklin Gothic

- **Games and TV Gameshows:** The letter tiles in the American and Canadian versions of Scrabble currently uses the Franklin Gothic Book font. Countdown with Keith Olbermann used this font in its graphics during its period on Current TV. The Price is Right uses this font in the pricing game, Range Game. CBS's coverage of the Macy's Thanksgiving Day Parade uses this font in their graphics and lower thirds. Showtime uses this font in its logo.
- **Banks, insurance and Corporations:** Bank of America's logo uses Franklin Gothic Condensed. AXA Group in the UK use Franklin Gothic Heavy and Book in their Redefining/Standards branding. Lidl uses Franklin Gothic as its main font. Microsoft used Franklin Gothic Medium for product branding during the Windows XP timeframe.
- **Political Parties:** The Conservative Party of Canada uses this font in their logo.
- **Colleges and Universities:** Cardiff University uses Franklin Gothic as its main corporate typeface. Columbia College Chicago implements Franklin Gothic in its primary branding

- **Film and Music Titles and Publicity:** The film Rocky's title is Franklin Gothic Heavy; Intertitle during commercials on 1980s Nickelodeon. The 2008 Batman film, The Dark Knight, used Franklin Gothic in its advertising material. Lady Gaga's cover text on her second album, The Fame Monster. Van Morrison's cover text on his single Brown Eyed Girl. Dutch record label Spinnin Records also uses this font in its logo, as well as on the artworks of songs released by the label. Sgt. Peppers Lonely Hearts Club Band: 20 Years Ago Today uses the font for counting the dates going down ("1 JUN 1987 – 1 JUN 1967")
- **Art:** Franklin Gothic is the official typeface of the Museum of Modern Art in New York: Many of Lawrence Weiner's art works are set in Franklin Gothic Extra Condensed. Loesje uses this font on its posters.
- **Headings in newspapers and magazines:** Various section headlines of The New York Times. The printed version of The Onion uses Franklin Gothic Extra Condensed for all headline text.



Characteristics

Franklin Gothic itself is an extra-bold sans-serif type. It draws upon earlier, nineteenth century models, from many of the twenty-three foundries consolidated into American Type Founders in 1892.

It can be distinguished from other sans serif typefaces by:

- double-story a
- double story g (double-story gs are rare in sans-serif fonts) and the ear of the g
- the tail of the Q curls down from the bottom center of the letterform in the book weight and shifts slightly to the right in the bolder fonts

History

Franklin Gothic and its related faces are realist sans-serif typefaces originated by Morris Fuller Benton (1872–1948) in 1902. It was named in honor of a prolific American printer, Benjamin Franklin. The faces were issued over a period of ten years, all of which were designed by Benton and issued by A.T.F.

Despite a period of eclipse in the 1930s, after the introduction of European faces like Kabel and Futura, they were re-discovered by American designers in the 1940s and have remained popular ever since.

Franklin Gothic Medium regular FRANKLIN GOTHIC MEDIUM REGULAR FRANKLIN GOTHIC MEDIUM REGULAR

Franklin Gothic Medium italic FRANKLIN GOTHIC MEDIUM ITALIC FRANKLIN GOTHIC MEDIUM ITALIC

Franklin Gothic URW light FRANKLIN GOTHIC URW LIGHT FRANKLIN GOTHIC URW LIGHT

Franklin Gothic URW book FRANKLIN GOTHIC URW BOOK FRANKLIN GOTHIC URW BOOK
Franklin Gothic URW book FRANKLIN GOTHIC URW BOOK FRANKLIN GOTHIC URW BOOK

Franklin Gothic URW medium FRANKLIN GOTHIC URW MEDIUM FRANKLIN GOTHIC URW MEDIUM
Franklin Gothic URW medium FRANKLIN GOTHIC URW MEDIUM FRANKLIN GOTHIC URW MEDIUM

Franklin Gothic URW demi FRANKLIN GOTHIC URW DEMI FRANKLIN GOTHIC URW DEMI
Franklin Gothic URW demi FRANKLIN GOTHIC URW DEMI FRANKLIN GOTHIC URW DEMI

Franklin Gothic URW heavy **FRANKLIN GOTHIC URW HEAVY** **FRANKLIN GOTHIC URW HEAVY**
Franklin Gothic URW heavy **FRANKLIN GOTHIC URW HEAVY** **FRANKLIN GOTHIC URW HEAVY**

Franklin Gothic URW condensed Book FRANKLIN GOTHIC URW CONDENSED FRANKLIN GOTHIC URW CONDENSED
Franklin Gothic URW condensed Book FRANKLIN GOTHIC URW CONDENSED FRANKLIN GOTHIC URW CONDENSED

Franklin Gothic URW condensed medium FRANKLIN GOTHIC URW CONDENSED FRANKLIN GOTHIC URW CONDENSED
Franklin Gothic URW condensed FRANKLIN GOTHIC CONDENSED FRANKLIN GOTHIC URW CONDENSED

Franklin Gothic URW condensed demi FRANKLIN GOTHIC URW CONDENSED FRANKLIN GOTHIC URW CONDENSED
Franklin Gothic URW condensed demi FRANKLIN GOTHIC URW CONDENSED FRANKLIN GOTHIC URW CONDENSED

A B C D E F

G H I J K L M

N O P Q R S

T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

20,000 LEAGUES UNDER THE SEA

CHAPTER 1 A SHIFTING REEF

The year 1866 was signalised by a remarkable incident, a mysterious and puzzling phenomenon, which doubtless no one has yet forgotten. Not to mention rumours which agitated the maritime population and excited the public mind, even in the interior of continents, seafaring men were particularly excited.

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