

SUSPENSION BRIDGE NEAR COMPLETION

MEDIUM

CONSTRUCTED WITH A POWERFUL NEW ALLOY OF IRON, COPPER AND DANDRUFF

LIGHT SMALL CAPS

RIGID ORGANIZATIONS

BOLD

LOGICAL RELATION OF CAUSE & EFFECT

LIGHT

FACTORY OUTPUT

MEDIUM

DIALS AND SWITCHES WITH NO CLEAR FUNCTION

BOLD SMALL CAPS

MADE OF IRON AND RIVETS

LIGHT

The incisive appearance of the economical Herald Gothic headline is given by the bevelled corners to the characters, a practice common in the eighteen-seventies for news heads. The series is based upon a single condensed ATF sanserif from the period. Matthew Butterick designed it for Font Bureau, adding two new weights, with each weight including an alternative style of capitals, and small capitals as well; FB 1993

FOR MORE INFORMATION OR TO PLACE AN ORDER

Visit www.fontbureau.com, call 617 423-8770, or fax 617 423-8771

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