

ITC AVANT GARDE GOTHIC®

Herb Lubalin's archetypal design for Avant Garde surely ranks as one of the most striking and influential logotypes ever created for a magazine.

Now, ITC has released Avant Garde Gothic Pro, with all the original ligatures and alternate characters never before available in digital form, as well as many extras – all in super-smart OpenType format.

ITC Avant Garde Gothic

EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz & 1234567890

EXTRA LIGHT OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz & 1234567890

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz & 1234567890

BOOK OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz & 1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz & 1234567890

MEDIUM OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz & 1234567890

DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz & 1234567890

DEMI OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz & 1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz & 1234567890

BOLD OBLIQUE

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BOOK CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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MEDIUM CONDENSED

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DEMI CONDENSED

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BOLD CONDENSED

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ITC Avant Garde Gothic

8/10 EXTRA LIGHT & EXTRA LIGHT OBLIQUE

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as

8/10 BOOK & BOOK OBLIQUE

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8/10 MEDIUM & MEDIUM OBLIQUE

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8/10 DEMI & DEMI OBLIQUE

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8/10 BOLD & BOLD OBLIQUE

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10/12 EXTRA LIGHT & EXTRA LIGHT OBLIQUE

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10/12 DEMI & DEMI OBLIQUE

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10/12 BOLD & BOLD OBLIQUE

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12/14 EXTRA LIGHT & EXTRA LIGHT OBLIQUE

Imagine that you have before you a flagon of wine. You may choose your favorite vintage *for this imaginary demonstration, so that it be a deep shimmering crimson in color*

12/14 BOOK & BOOK OBLIQUE

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage *for this imaginary demonstration, so that it be a deep shimmering crimson in*

12/14 MEDIUM & MEDIUM OBLIQUE

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage *for this imaginary demonstration, so that it be a deep shimmering crim*

12/14 DEMI & DEMI OBLIQUE

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in

12/14 BOLD & BOLD OBLIQUE

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmeri

18/20 EXTRA LIGHT & EXTRA LIGHT OBLIQUE

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage *for this imaginary demon*

18/20 BOOK & BOOK OBLIQUE

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage *for this imaginary demon*

18/20 MEDIUM & MEDIUM OBLIQUE

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demo

18/20 DEMI & DEMI OBLIQUE

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demon

18/20 BOLD & BOLD OBLIQUE

Imagine that you have before you a flagon of wine. You may choose your own favorite vintag for this imag

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8/10 BOOK CONDENSED

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12/14 BOLD CONDENSED

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18/20 BOOK CONDENSED

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a de

18/20 MEDIUM CONDENSED

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a

18/20 HEAVY & HEAVY ITALIC

Imagine that you have before you a flagon of wine. You can choose your own favorite vintage for this imaginary demonstration, so that it be a

18/20 BOLD CONDENSED

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a

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24 POINT EXTRA LIGHT

Imagine that you have before you a flagon of

24 POINT EXTRA LIGHT OBLIQUE

Imagine that you have before you a flagon of

24 POINT BOOK

Imagine that you have before you a flagon of

24 POINT BOOK OBLIQUE

Imagine that you have before you a flagon of

24 POINT MEDIUM

Imagine that you have before you a flagon of

24 POINT MEDIUM OBLIQUE

Imagine that you have before you a flagon of

24 POINT DEMI

Imagine that you have before you a flagon of

24 POINT DEMI OBLIQUE

Imagine that you have before you a flagon of

24 POINT BOL

Imagine that you have before you a flagon

24 POINT BOLD OBLIQUE

Imagine that you have before you a flagon

24 POINT BOOK CONDENSED

Imagine that you have before you a flagon of wine. You may

24 POINT MEDIUM CONDENSED

Imagine that you have before you a flagon of wine. You ma

24 POINT DEMI CONDENSED

Imagine that you have before you a flagon of wine. You

24 POINT BOLD CONDENSED

Imagine that you have before you a flagon of wine. You