



Presenting
a typeface that is
comfortable in its skin...

ITC CHELTENHAM[®] CONDENSED

The original Cheltenham ("Chelt" to old-timers) was one of the most popular typefaces in the early 20th century. And ITC Cheltenham is one of the most popular typeface families from International Typeface Corporation. Maybe no one will admit to liking the design but obviously some of us are closet Cheltenham users. ✚ Cheltenham may not be delicate and is surely not elegant. Fact is, it's a little chunky, and borderline idiosyncratic. Cheltenham also no sensuous lines or subtle curves. Its lighter weights it is almost tone in appearance, while the bolder designs are rich and dark on the page. The original Cheltenham suffered from a diminutive x-height.

✚ In the mid-1970s, however, ITC commissioned Tony Stan to revitalize the septuagenarian design – and correct a few of its design shortcomings. The first thing he did was enlarge Cheltenham's x-height. This one change dramatically improved the proportions of the face. Counters are now more open and the lowercase proportions are more in keeping with the caps. ✚ With this single change, Stan took a dated display face and turned it into a straightforward, no nonsense typeface that will serve both text and display applications. ITC Cheltenham is a design that is comfortable in its skin.

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ITC Cheltenham Condensed

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LIGHT ITALIC

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BOOK ITALIC

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BOLD ITALIC

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ITC Cheltenham Condensed

8/10 LIGHT & LIGHT ITALIC

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 transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not you are a connoisseur of

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