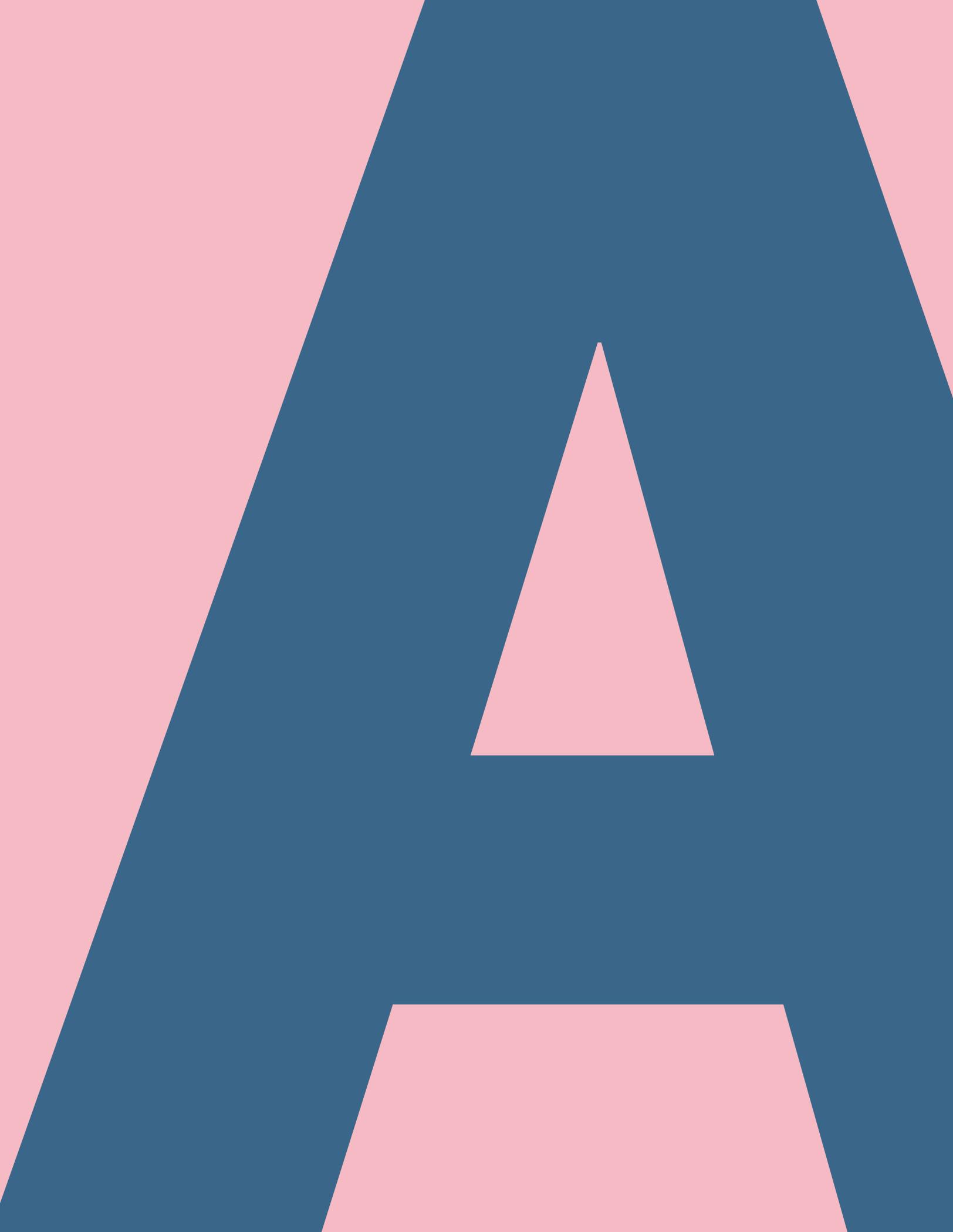


a book by

**FRANK-  
LIN  
GOTHIC**

*a type specimen of one of the most used sans serif*

aidan smith



Franklin Gothic was first created in 1902. It's bold and strong structure has prompted it to mostly be used in mainly advertisements and newspaper headlines.

Franklin Gothic is a sans-serif typeface, specifically in the grotesque style that gained popularity in the early years of the 20th century.

Its most used variation was made and modified by Victor Caruso in 1979. His version, ITC Franklin Gothic, included book weights and a high x-height. It is bundled with Microsoft Windows, and you've likely used it yourself before!

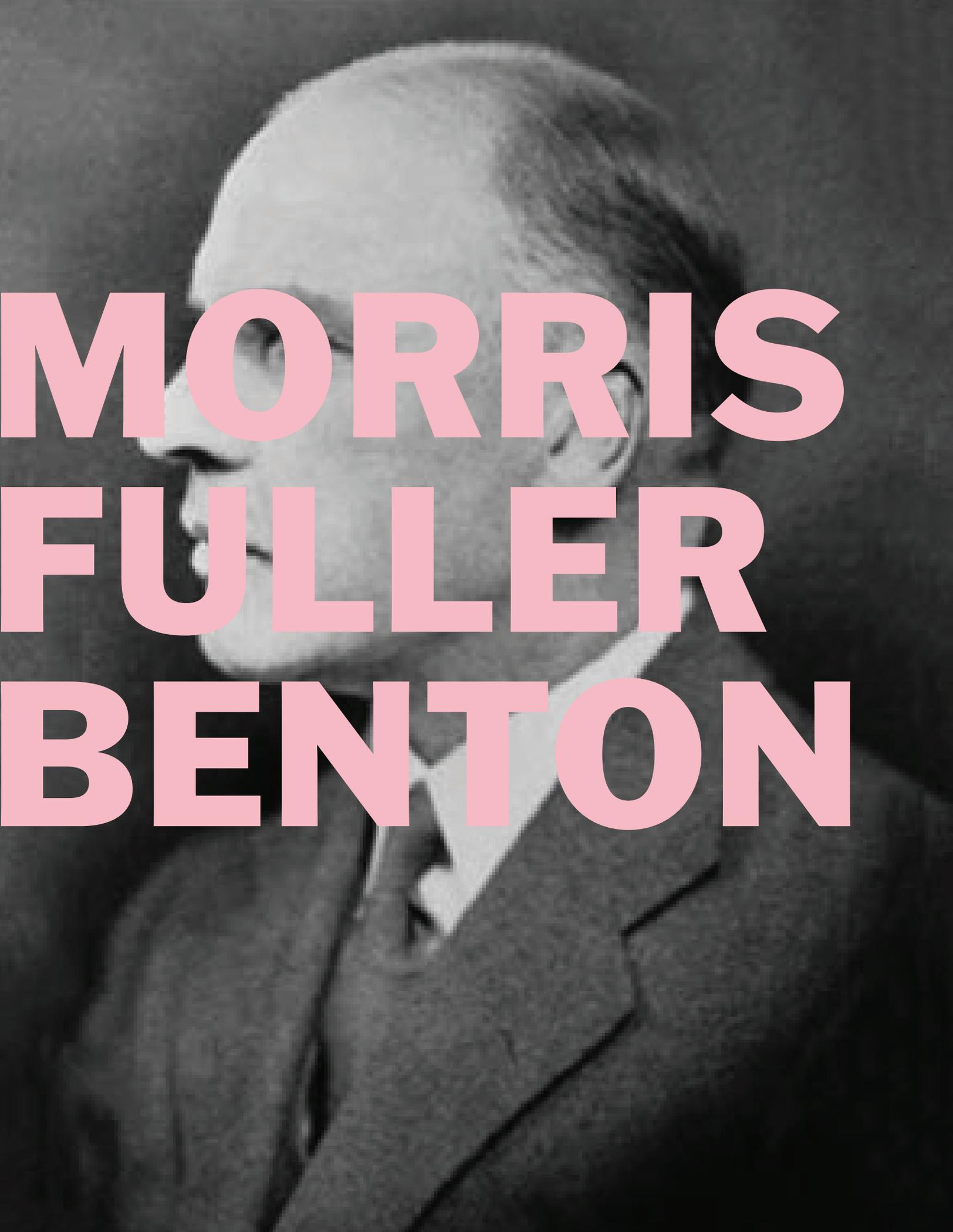
I have used this type on almost every project I have ever worked on. I have been in love with this font since I first started designing logos in my early high school years. Every time I lay eyes on the font, its **boldness** and **structure** lure me in.

A

A

regular

*italic*

A black and white portrait of Morris Fuller Benton, a man with glasses, wearing a suit and tie, looking slightly to the left. The image is the background for the text.

# MORRIS FULLER BENTON

Morris Fuller Benton was a once in a lifetime designer. In total, him and his team created 221 typefaces. He eventually became the chief type designer for the American Type Founders from 1900-1937.

When designing a font, Benton acted as the leader of a team of designers that would create the basis of the design. Afterwards, they would adapt different sizes and weights to the design.

Morris thought greatly of his work, and even made a list of typefaces he considered his most important work. However, Morris was also humble when it came to receiving credit for his typographical work. When being interviewed in 1936, an interviewer stated that if anyone tried to give him any sort of credit, he would likely respond with...

***“Lady Luck helped me a lot there!”***



so



JSSH



moo

moo

moo

# COWS

*moo*



A photograph of a sunset or sunrise. The sky is a gradient of colors from light pink at the top to bright orange and yellow near the horizon. Silhouettes of trees and bushes are visible against the sky. The word "SUN" is written in large, bold, white, sans-serif capital letters across the center of the image.

SUN



**SET**

**PROTEST!**

**PROTEST!**

**PROTEST!**





March  
to End the  
Madness

PROTEST!

PROTEST!

# Copenha



# agen, DK





handlebars

hand

basket

Van Breda

# BIKE



lebars



seat



wheel



puff

puff

puff

**cigarette**







**wow!**

what a view!



**LIGHT**

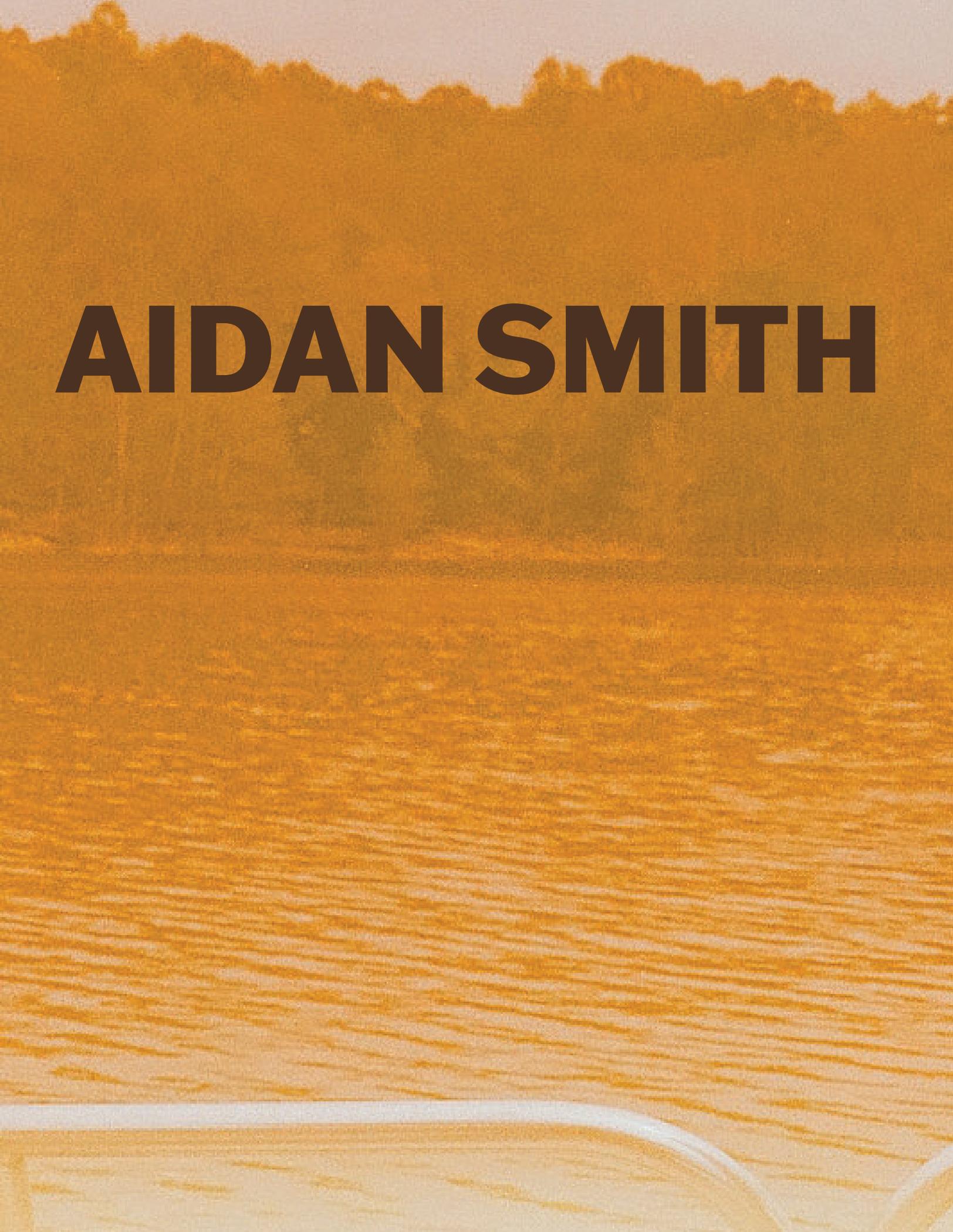


# SHADOW



An aerial photograph of a vast, green landscape, likely a wetland or a large park. The terrain is covered in dense green vegetation, with a prominent winding river or canal cutting through the center. Numerous small, circular ponds or depressions are scattered throughout the landscape, creating a textured, patterned appearance. The overall scene is bright and clear, suggesting a sunny day.

**clouds**

A golden sunset over a body of water with a boat's edge visible at the bottom.

# AIDAN SMITH



**Aa Bb Cc**

**Gg Hh Ii**

**Mm Nn**

**Qq Rr Ss**

**Ww Xx**

**Dd Ee Ff**

**Jj Kk Ll**

**Oo Pp**

**Tt Uu Vv**

**Yy Zz**

**Aa Bb Cc**

**Gg Hh Ii**

**Mm Nn**

**Qq Rr Ss**

**Ww Xx**

**Dd Ee Ff**

**Jj Kk Ll**

**Oo Pp**

**Tt Uu Vv**

**Yy Zz**

**Aa Bb Cc**

**Gg Hh Ii**

**Mm Nn**

**Qq Rr Ss**

**Ww Xx**

Dd Ee Ff

Jj Kk Ll

Oo Pp

Tt Uu Vv

Yy Zz

Aa Bb Cc

Gg Hh Ii

Mm Nn

Qq Rr Ss

Ww Xx

Dd Ee Ff

Jj Kk Ll

Oo Pp

Tt Uu Vv

Yy Zz

Aa Bb Cc

Gg Hh Ii

Mm Nn

Qq Rr Ss

Ww Xx

Dd Ee Ff

Jj Kk Ll

Oo Pp

Tt Uu Vv

Yy Zz

Aa Bb Cc

Gg Hh Ii

Mm Nn

Qq Rr Ss

Ww Xx

Dd Ee Ff

Jj Kk Ll

Oo Pp

Tt Uu Vv

Yy Zz

Aa Bb Cc

Gg Hh Ii

Mm Nn

Qq Rr Ss

Ww Xx

Dd Ee Ff

Jj Kk Ll

Oo Pp

Tt Uu Vv

Yy Zz

Aa Bb Cc

Gg Hh Ii

Mm Nn

Qq Rr Ss

Ww Xx

Dd Ee Ff

Jj Kk Ll

Oo Pp

Tt Uu Vv

Yy Zz

**a book by**  
**aidan smith**  
fall 2023