



CENTURY GOTHIC

is a 1991 computer update of twentieth century which was a version of the famous futura, born in america in 1886. sol hess, the typeface designer, started his career with lanston monotype in 1902, after a three-year scholarship course at pennsylvania museum school of industrial design. it is very practical for headlines and general display work and for small quantities of text, particularly in advertising. it is within the sans serif geometrical type classification and its structure is a mix of very round curves and angular points.

futura typeface is based on strokes of near-even weight, which are low in contrast; avenir typeface has some slightly humanist features that add warmth to the face, such as the tail on the "i" and the "o" that isn't a perfect circle, and century gothic has no variance in stroke (no thick and thin) beyond the slightly wider titles on the "i" and "j." The characters are wide, but the weight is light. The lightness of the face may make it harder to read by those with eyesight issues, but it is heavy enough to be comfortable for most readers. Century gothic offers variations, such as regular or normal, italic, bold, and bold italic.