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The sans-serif typeface Franklin Gothic was designed by Morris Fuller Benton in 1902 and continues to be widely used in newspapers, books, billboards, and advertisements. Named in honor of iconic American printer Benjamin Franklin, the impactful, bold typeface has been spun off into a variety of related faces (Condensed, Wide, etc.) throughout the past century. Today, The New York Times uses Franklin Gothic for many of its headlines and the Museum of Modern Art in New York embraces it as their official typeface. It can also be spotted on movie posters for Rocky, in the Bank of America logo, on NYU materials, in the opening text crawl for all of the Star Wars films, in the Showtime network logo, and on album art for musical artists ranging from Lady Gaga to Van Morrison. In I Love Type 06 Franklin Gothic, internationally acclaimed designers including Akatre, Cypher13, Eat Sleep Work / Play, Founded, G Design Studio, Idealismo, Make Studio, Stiletto nyc, and Studio Blanco show off their finest creations incorporating the grace and style of Franklin Gothic.

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