



The 1974 design for **ITC Lubalin Graph** is based on Herb Lubalin's earlier design of ITC Avant Garde Gothic. The basic geometric character shapes are identical in both designs, while Lubalin Graph has the added feature of slab serifs. As the Avant garde gothic it also features an X-height that is extremely high compared to its descender & ascender. Lubalin Graph is a typical New-Egyptienne from the 1930's. The optically equal weighted strokes, the cirkel round shapes, the rectangular serif on the lowercase t gives the type a distinct geometric form. The Lubalin Graph comes in many different weights, and there are drawn some special ligatures combining some of the uppercase letters. Characteristic lowercase letters are
a,c,e,f,g,k,t,u

Lubalin