## A2 Record Gothic

A2 Record Gothic is a revival of Ludlow's Record Gothic typeface designed in the 1920 s and updated in the 50 s . This is our attempt to unify and systemise the disparate font styles; bold, wide, condensed, and extra condensed - that were added to the family over the years by the Ludlow Typograph Company.


This specimen is for evaluation purposes only－not for commercial publication．All fonts，including images and illustrations，are the intellectual property of A2－TYPE unless otherwise stated．

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Regular Medium Bold ExtraBold Black

## Black Italic

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A2－TYPE

THIS NEW SERIES AFFORDS AN 45 Opportunity for typographers to have the newer look in display composition so much in demand by the advertiser 30 Point 6-RTC. Lower-case alphabet 270 points
 For newspaper advertising and a wide variety of better printing 36 Point 6-RTC. Lower-case alphabet 327 points

## SPECCMEN SHOWS 30 <br> New Ludlow Typefaces 48 Point 6-RTC. Lower-case alphabet 443 points



Created by Ludlow

[^0]These days, we expect informational content to be set in sansserif type. Of course, considering the 500 -year history of typography, this is a relatively new paradigm, but it's now so ingrained in the minds of Western readers it's as if it was always so. Those seeking familiarity and neutrality often reach for the neo-grotesque (e.g. Helvetica) and humanist (e.g. Frutiger) genres, but it is the American gothic of the early 20th century that is perhaps the most utilitarian and least pretentious of the sans classification.

As of 1930, in many parts of the Latin-writing world, the sans serif had begun to establish itself as a common type style. No longer a "grotesque" oddity reserved for posters and other display uses, the sans was now considered a clear and readable workhorse, capable of replacing serif type entirely. This was especially true in North America, where Morris Fuller Benton had devised a wide range of workman-like sans serifs for the American Type Foundry. By the mid-1950s, ATF's gothics had coalesced as Alternate, Franklin, and News Gothic, multipurpose families with a size, weight, and width for nearly any purpose. And, indeed, they were used for almost everything. Pick up any magazine, newspaper, book jacket, record cover, or all manner of corporate collateral and it was likely to include gothic type.

Much earlier, however, came Ludlow Typograph's Record Gothic, first released circa 1927 in small sizes (6-12pt). Type historian Mac McGrew speculates that its name comes from its initial purpose: small headings on ruled record sheets. Over the next three decades, additional styles were added by many different hands, serving more diverse purposes, with each new iteration adapting to the fashions of its time - the Bold and Heavy Condensed can be compared to Akzidenz-Grotesk and Folio, the Medium-Extended is akin to Helvetica. As a result, Ludlow's unusual hybrid family is a rather charming anomaly, one that has gone unnoticed among contemporary graphic designers because it hasn't been properly revived - until now.

A2-TYPE's interpretation, A2 Record Gothic, focuses on the pared-down initial cut, with its clear forms and economical stature. We expanded it to seven weights, Thin to Black, and gave them character sets sufficient for modern use, including text figures, fractions, arrows, and extended Latin support. Each weight has a corresponding italic with an unusually steep angle, echoing Ludlow's original matrices and producing a striking effect when used for emphasis or display purposes. Each weight is also available in two additional widths, Condensed and $X$ Condensed.

Text by Stephen Coles, 2019

## Record Gothic

## Record Gothic Condensed

## Record Gothic Condensed Italic

## Record Gothic Medium-Extended

## Record Gothic Bold

## Record Gothic Bold Italic

## Record Gothic Bold Medium-Extende

## Record Gothic Bold Extended

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Record Gothic Thinline Condensed


## \section*{Record Gothic Extended} <br> Record Gothic Extended Italic

## Record Gothic Bold Ext. Italic

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## Merchants

Reignites

## Changeability

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Bizarre
Satisfying Historical revivals are conversations with the A prime example of the intersection of tra Cohesive pairings of interconnected tyf An exemplar of harmony, balance, rhy


When thinking of who to invite to contribute to this issue, we quickly drafted a list of practitioners that are challenging the borders of their discipline with expertise and intelligence. Collectively, their works are precise tools for dissecting contemporary ecological concerns. They do so by testing the boundaries of the most underestimated human sense, smell (Sissel Tolaas); exposing the possibilities and problematics of technologies when intersecting with the organic world (Alexandra Daisy Ginsberg); adapting the tools of architecture to deconstruct the hidden infrastructure of ecological destruction (Paulo Tavares); and through philosophical reflection in order to empathise with the nonhuman living creatures with whom we share planet Earth (Emanuele Coccia). For us, their work is not only a form of inspiration, but also of an ethical and intellectual standard we aim to achieve with our own practice. - andrea trimarchi and simone farresin

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## Thin <br> Light <br> Regular Medium Bold ExtraBold Black

A2 Record Gothic

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\begin{aligned}
& \text { Thin Italic } \\
& \text { Light Italic } \\
& \text { Regular Italic } \\
& \text { Medium Italic } \\
& \text { Bold Italic } \\
& \text { ExtraBold Ital } \\
& \text { BlackItalfc }
\end{aligned}
$$

A2 Record Gothic


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## A2 Record Gothic

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#### Abstract

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[^0]:    60 Point 6-RTC. Lower-case alphabet 546 points

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