



Herb(ert) Frederick Lubalin

Geboren am 17. März 1918 in New York, gestorben am 24. Mai 1981 in New York. Studium an der *Cooper Union*. Danach bei verschiedenen Werbeagenturen tätig. 1964 gründet er eine eigene Agentur, die er in der Folge mit Partnern (Tom Carnase u.a.) führt. 1970 mit Aaron Burns Gründung der Firma *International Typeface Corporation*.

ITC Avant Garde Goth X light 1970 ITC Linotype
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 1234567890

ITC Avant Garde Goth Book 1970 ITC Linotype
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 1234567890

ITC Avant Garde Goth Med. 1970 ITC Linotype
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 1234567890

ITC Avant Garde Goth Demi 1970 ITC Linotype
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 1234567890

ITC Avant Garde Goth Bold 1970 ITC Linotype
mit Tom Carnase
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 1234567890

ITC Didi

1970 ITC

mit Tom Carnase, Smith

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Korinna

1974 ITC

Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Korinna Bold

1974 ITC

Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Korinna Extra Bold

1974 ITC

Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Korinna Heavy

1974 ITC

Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Korinna Bold Outline

1974 ITC

Linotype

mit Antonio DiSpigna

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Lubalin Graph X Light

1974 ITC

Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Lub. Graph X Light Ob.

1981 ITC

Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Lubalin Graph Book

1974 ITC

Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Lub. Graph Book Ob. 1981 ITC Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Lubalin Graph Med. 1974 ITC Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Lub. Graph Med. Ob. 1981 ITC Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Lubalin Graph Demi 1974 ITC Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Lub. Graph Demi Ob. 1981 ITC Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Lubalin Graph Bold 1974 ITC Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Lub. Graph Bold Ob. 1981 ITC Linotype
mit Antonio DiSpigna, Joe Sundwall
Obliques mit Edward Benguiat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC NEON 1970 ITC
mit Tom Carnase, Smith
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

ITC Serif Gothic Light 1974 ITC Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Serif Gothic 1974 ITC Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Serif Gothic Bold 1974 ITC Linotype
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abcdefghijklmnopqrstuvwxyz 1234567890

ITC Serif Gothic Extra Bold 1974 ITC Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Serif Gothic Heavy 1974 ITC Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Serif Gothic Black 1974 ITC Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Serif Gothic Bd Outline 1974 ITC Linotype
mit Antonio DiSpigna
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Literatur:

Snyder, Gertrude/Peckolick, Alan: *Herb Lubalin - Art Director, Graphic Designer and Typographer*