



APPROPRIATE TYPEFACES FOR SIGNAGE:

Appropriate typefaces are those that are identical to or similar to typefaces used historically on signs in Central City.

They are oldstyle gothic (sans-serif) and square-serif (also known as block-serif) type faces.

Square-serif type faces have serifs which are as heavy as the main strokes of the letters and are squared-off at the ends.

Here are the names and/or examples of some of the gothic and square-serif typefaces that are appropriate for signs in Central City.

Aachen Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

AG Oldface:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

A*1 Antique Condensed:

ABCDEFGHIJKLMN

Alternate Gothic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Antique Olive, 1 & 2:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHI

Amasis 1 & 2:

ABCDEFGHIJKLMNOP
ABCDEFGHIJKLMNOP

Arial, 1, 2, 3, 4:

ABCDEFGHIJKLMNOPQRS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRST
ABCDEFGHIJKLMNOPQRSTU

Bureau Agency (Regular & Bold):

ABCDEFGHIJKLMNOPQRS
ABCDEFGHIJKLMNOPQRST

Barnum Block:

ABCDEFGHIJKLMNOPS

Bell Gothic:

ABCDEFGHIJKLMNOPS
ABCDEFGHIJKLMNOPS
ABCDEFGHIJKLMNOPS

Berthold Akzidenz Grotesk 1 & 2:

ABCDEFGHIJKLMNOPS
ABCDEFGHIJKLMNOPS

Berthold Akzidenz Grotesk Extended:

ABCDEFGHIJKLMNOPS
ABCDEFGHIJKLMNOPS

Blackoak:

ABCDEFGHIJ

Boton:

ABCDEFGHIJKLMNOPS
ABCDEFGHIJKLMNOPS

Caecilia:

ABCDEFGHIJKLMNOPS
ABCDEFGHIJKLMNOPS

Calvert:

ABCDEFGHIJKLMNOPS
ABCDEFGHIJKLMNOPS

Clarendon:

ABCDEFGHIJKLMNOPS
ABCDEFGHIJKLMNOPS

Colossalis:

ABCDEFGHIJKLMNOPS
ABCDEFGHIJKLMNOPS
ABCDEFGHIJKLMNO

Compacta:

ABCDEFGHIJKLMNOPS
ABCDEFGHIJKLMNOPS

Copperplate Gothic: WXYZABCDEFGHIJKLMNO
CDEFGHIJKLMNOPQRSTUVWXYZ
WXYZABCDEFGHIJKLMNO
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Doric Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZ

Egyptian Bold Condensed: **ABCDEFGHIJKL**

Forever Two A, B, C, D: ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic (all forms—except for lower case and italic—including condensed and compressed):

ABCDEFGHIJKLMNO
ABCDEFGHIJKLMNO
ABCDEFGHIJKLMNO
ABCDEFGHIJKLMNO
ABCDEFGHIJKLMNO

Garage Gothic: ABCDEFGHIJKLMNOPQRSTUVWXYZ

Giza 1, 2, 3: **ABCDEFGHIJKLMN****OPQRST****UVWXYZ**
ABCDEFGHIJKLMN**OPQRST****UVWXYZ**
ABCDEFGHIJKLMN**OPQRST****UVWXYZ**

Gothic 13: **ABCDEFGHIJKLMN****OPQRST****UVWXYZ**

Monotype Grotesque 1 & 2:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRST

Headline Bold: **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Impact: **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Interstate (including condensed and compressed): **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Ironmonger (solid, not inlaid or 3-D):

ABCDEFGHIJKLMNO P Q

Memphis (all weights):

ABCDEFGHIJKLMNO P Q R S T U V W

Myriad MultipleMaster:

ABCDEFGHIJKLMNO P Q R S T U V W X Y Z
ABCDEFGHIJKLMNO P Q R S T U V W X Y Z
ABCDEFGHIJKLMNO P Q R S T U V W X Y Z
ABCDEFGHIJKLMNO P Q R S T U V W X Y Z
ABCDEFGHIJKLMNO P Q R S T U V W X Y Z

News Gothic: **ABCDEFGHIJKLMNO P Q R S T U V W X Y Z**
ABCDEFGHIJKLMNO P Q R S T U V W X Y Z

Placard: **ABCDEFGHIJKLMNO P Q R S T U V W X Y Z**

Plak: **ABCDEFGHIJKLMNO P Q**

Rockwell 1 & 2: **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Schadow: ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Serifa: ABCDEFGHIJKLMNOPQRSTUVWXYZ

Spartan Classified: ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stymie: ABCDEFGHIJKLMNOP
ABCDEFGHIJKLMNOP
ABCDEFGHIJKLMNOP
ABCDEFGHIJKL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trade Gothic (and condensed): ABCDEFGHIJKLMNOPQRSTUVWXYZ;
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers (and condensed): ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Vectora: ABCDEFGHIJKLMNOPQRSTUVWXYZ

Note: Extended and condensed versions are available of many of the type-faces listed here. They are all appropriate.

About Playbill: Although frequently employed as an "old-time" typeface in films and other applications, there are no examples of Playbill being used as business signage in any of the old photographs of Central City. Therefore, Playbill is approved only for use on posters announcing theatrical performances.

GE Consumer & Industrial Lighting						
Type	Incandescent	Halogen Incandescent	Floures cent	Mercury Vapor	Metal Halide	High Presure Sodium
Ef.	10-40 %	20-45%	35-105%	50-60%	60-120%	60-140
Average	25%	33%	70%	55%	90%	100%
suggested ratio	1	1.32	2.8	2.2	3.6	4
Example	200 W	151.5 W	71.4W	90.9W	55.5 W	25 W
Next up average	200 W	175 W	75W	100W	60 W	25 W