# BENGUIAT, Edward

The font Benguiat was created by Edward (Ed) Benguiat in 1977. It was published a year later in 1978 by ITC, International Typeface Corporation. Ed Benguiat has "500 typefaces to his credit". Benguiat has a well-defined style based off of Art Nouveau. It has "pronounced serifs, left stress in round letters, a calligraphy touch, and short accentors and descenders". It's category is Serif and it's classification is Display. In it's family, it has three different weights with two widths each and an italic compliment. Benguiat also follows the ITC design with a very high x-height and multiple widths. Benguiat is good for "adverting, menus, packaging, and display applications".

In the late 1970's, Ed was helping a friend out by creating a logo for him, little did he know this would be the start of the font Benguiat. Ed turned in hundreds of designs for the logo, but his friend rejected them all. After looking back at all of his original designs, Ed liked a few specific letters he created while making the logo. These particular letters became the start of Benguiat. Ed started to draw up more letters based on his original designs. His friend told him he had to stop or he would have to quit designing the logo. Ed agreed to stop creating the font for a few days. Then he realized he put too much into his sketches to stop creating the font. Once his font had enough characters created, he submitted his design to the International Typeface Review Board. The board rejected his design. After being rejected, Ed altered his design and resubmitted it. He had to submit his design three times before it was accepted into the ITC typeface library.

# 1977