

All the typefaces shown below were inspired by the sixteenth-century printing types of Claude Garamond, yet each one reflects its own era. The lean forms of Garamond 3 appeared during the Great Depression, while the inflated x-height of ITC Garamond became an icon of the flamboyant 1970s.

Grapes of *Wrath*

30-PT GARAMOND 3 30-PT ITC GARAMOND

GARAMOND IN THE TWENTIETH CENTURY: VARIATIONS ON A THEME

1930s: Franklin D. Roosevelt, SALVADOR DALÍ, Duke

18-PT GARAMOND 3, designed by Morris Fuller Benton and Thomas Maitland Cleland for ATF, 1936

Ellington, *Scarface*, chicken and waffles, shoulder pads, radio.

1970s: *Richard Nixon, Claes Oldenburg, Van Halen,*

18-PT ITC GARAMOND, designed by Tony Stan, 1976

The Godfather, bell bottoms, guacamole, sitcoms.

1980s: Margaret Thatcher, BARBARA KRUGER, Madonna,

18-PT ADOBE GARAMOND, designed by Robert Slimbach, 1989

Blue Velvet, shoulder pads, pasta salad, desktop publishing.

2000s: Osama Bin Laden, MATTHEW BARNEY, the White

18-PT ADOBE GARAMOND PREMIERE PRO MEDIUM SUBHEAD, designed by Robert Slimbach, 2005

Stripes, *The Sopranos*, mom jeans, heirloom tomatoes, Twitter.
