Franklin

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Franklin Gothic was invented in 1902 by Morris Fuller Benton, an American Type designer. This font is part of the Sans Serif classification and is part of the sub-class grotesque. This font is used for newspapers, advertising, and posters. Franklin Gothic has multiple types of faces, which include italic, condensed, condensed shaded, extra-condensed, and wide.

The Sans Serif font class is a less detailed version of Serif and has a more modern style than Serif classifications. Sans Serif contains four primary font classifications, which include Grotesque, Neo-Grotesque, Humanist, and Geometric. Sans Serif was created in 1816 by William Caslon and, at the time, was not very popular. Currently, Sans Serif is best used for large groups of text and for texts meant to be read by younger individuals since the font is easier to read.

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Gothic