

## Ed Benguiat Collection

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Collection, MG.24

### Part Of

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### Related To

Ed Benguiat

### In Repository

Design Archives

### Date

1966 – 1993

### Abstract

Ephram Edward Benguiat (October 27, 1927–October 15, 2020) was a typographer and lettering artist. Most of his typefaces are published by International Typeface Corporation; some of his more notable typefaces include Bookman, Panache, Souvenir, and Avant Garde Condensed. Benguiat became the typographic design director of Photo-Lettering Inc (PLINC) in 1962 and, in 1971, played a critical role, along with Herb Lubalin, Aaron Burns and Ed Ronthaler, in the establishment of the International Typeface Corporation (ITC), the first independent licensing company for type designers. Benguiat eventually became Vice President of ITC, and he partnered with Lubalin to found "U&lc," ITC's house magazine. Benguiat was also responsible for designs or redesigns for logotypes for Esquire, The New York Times, McCall's, Sports Illustrated, and The San Diego Tribune, among many others. As a design consultant for the 1992 Summer Olympics in Barcelona, he created the typeface ITC Barcelona. His revival of Korinna, also for ITC, can be seen almost daily on the game board on the game show "Jeopardy!" His eponymous typeface, ITC Benguiat, returned to the public eye in the title sequence of the TV show, "Stranger Things." A longtime SVA instructor, Benguiat began teaching at the College in the mid-1960s. He was a member of the Art Directors Club Hall of Fame.

### Scope And Contents

The collection comprises printed material (mainly poster advertisements showcasing typefaces, mounted on foam core, but also logotypes and periodical covers) and working files (drafts, sketches, original art for typefaces and logos) for Benguiat's work with Photo-Lettering Incorporated, and those published by the International Typeface Corporation.

### Arrangement

The Ed Benguiat Collection is arranged in four series. Series 1. Photo-Lettering Incorporated, contains printed material and working files directly related to his work at Photo-Lettering Incorporated. Series 2. International Typeface Corporation, comprises printed material and working files for typefaces designed by Benguiat and published by the ITC. Series 3. Miscellaneous Logotypes, describes logotypes that did not fit clearly into series 1 or series 2. Series 4. Miscellaneous, contains items that did not clearly fit into series 1, 2, or 3: a letter and photograph of Benguiat as a young child, and a poster/invitation to the Type Directors Club 1988 holiday party mounted on foam core.

### General Physical Description

Four oversize flat boxes and one flat file drawer.

### Restrictions

This collection is open for research.

### Preferred Citation

Ed Benguiat Collection, [series. item]. Milton Glaser Design Study Center and Archives, Visual Arts Foundation, New York.

### Author/Processed By

Lawrence Giffin

## Collection Contents

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### Ed Benguiat Collection

#### Series 3. Miscellaneous Logotypes

(20 records)

Cliff Freeman and Partners, logotype, Box 2  
The Tuscaloosa News logotype, Box 2  
Todd Pierce & Company, logotype, Box 2  
San Diego Union-Tribune and Sarasota Herald-Tribune, final master negative, Drawer 83  
The New York Times Magazine Book Review logotype (with notes), photostat, Box 4  
M/R&T. Sketch #2, logotype, Box 2  
M/R&T. Rough #2, logotype, Box 2  
The Gainesville Sun, logotype, Box 2  
The Gainesville Sun, logotype, Box 2  
El Sol (version 2), logotype, Drawer 83  
El Sol (version 1), logotype, Box 2  
The Dreyfus Consumer Bank, logotype, Box 2  
"Antique Clocks," hand-lettering in pencil, Box 1 Folder 1  
The Dreyfus Consumer Bank, pencil sketch, Box 1 Folder 1  
E. Hedy Schultz monogram, original art; United States of America logotype, original art, Drawer 83  
McCall's, final master transparency, Box 1 Folder 1  
Mercedes Benz, logotype, Box 2  
Todd Pierce & Company logotype (ampersand only), Box 1 Folder 2  
WNBC-TV News 4 New York Designs for Promotion, mechanical, Box 1 Folder 6  
Bill of Rights logotype, Drawer 83

#### Series 4. Miscellaneous

(3 records)

Letter from Ed Benguiat to ITC regarding ITC Bookman, including photo of Benguiat at two years old, Box 1 Folder 8  
Type Directors Club Holiday Party, poster, Box 2  
Collection of Benguiat typefaces from galley of unspecified publication, Box 4 Folder 1

### Series 1. Photo-Lettering Incorporated

#### Subseries 1. Printed Material

(32 records)

"Photo-Lettering Number Two/Alphabet Directions Number Twenty-One," periodical cover, Box 1 Folder 1  
"Photo-Lettering Number Three/Alphabet Directions Number Twenty-Two," ("Three!"), promotion cover, Box 1 Folder 1  
Alphabets and Images Incorporated, logo, Box 1 Folder 2  
Alphabets and Images Incorporated, logotype, Box 2  
"The Angelus Benevolus of Type Design," poster, Box 3

"PLINC Around Town," poster, Box 3

"A Collection of Art Deco Alphabets" (Alphabet Directions Number 11), periodical cover, Box 3

Benguiat Egizanu Bold typeface, poster, Drawer 83

"Crystal Palace" (typefaces: Barclay Engravers Bold Condensed, Britannia 8182), poster, Box 3

"Designed Styles for Your Legal Documents..." poster, Box 3

Article from 1915 volume of "Direct Advertising" (typeface: Pacella Royale), poster, Box 4

Ed Benguiat consultancy, announcement, Box 4

Ed Benguiat consultancy announcement (mounted), Box 4

"Ed's Futura" typeface, poster, Box 4

"Facade Typography" (typeface: Lenox Hill Condensed), poster, Box 3

"Five Hundred and Seventy Six Monograms Just For You" (typeface: Pastel Light 8170), poster, Box 3

"An Illustrated Typographic Journey," Vol. 1 No. 1, cover, Box 3

"An Illustrated Typographic Journey," Vol 2 No 1, cover, Box 3

ITC Panache type specimen, book cover, Box 4

New Benguiat Charisma typeface examples, Box 3

"No. 1 the president's corner..." (typeface: Modern No. 216), poster, Box 3

"O Say Can You See Photo-Lettering," poster, Drawer 83

The Original Photo-Lettering Inc. (version 1, full color), logo, Box 1 Folder 1

The Original Photo-Lettering Inc. (version 2, two tone), logo, Box 3

"Photo-lettering No. 1" ("A stimulating, idea provoking series depicting a few of the display headlines programmed by Photo-Lettering, Inc"), periodical cover, Box 1 Folder 1

"P.T. Barnum" (typeface: ITC Franklin Gothic), poster, Box 4

"The beach at Longbranch, New Jersey, July 1872" (typefaces: Sarah Bernhardt, Albertus Graphic), poster, Box 4

"Billiard Hall and Ladies Bowling Saloon," "On the Verandah," "Dining Hall" (typefaces: Sarah Bernhardt, Albertus Graphic), poster, Box 4

"Thank You" PLINC advertisement, Box 4

What Do These Ten (Type) Faces Think About PLINC? poster, Box 4

ITC Benguiat, poster, Drawer 83

ITC Benguiat Condensed with Italics, poster, Drawer 83

## Subseries 2. Working Files

(13 records)

Alphabets and Images, rough logotype, Box 2

"The Angelus Benevolus of Type Design," original art, Drawer 83

"The Angelus Benevolus of Type Design," negative, Drawer 83

Ed Benguiat consultancy announcement negative, Box 1 Folder 4

The Original Photo-Lettering Inc., sketch for logo, Drawer 2

"Barcelona '92"/PLINC, logotype mechanical, Box 1 Folder 2

Benguiat Playbill Cursive typeface ("nniioefddtgk") (perhaps "Benguiat Omni"), original art, Box 1 Folder 3

Benguiat Priscillas typeface ("kvxwzmrhulabeocsdif") (perhaps "Playbill Style Roman"), original art, Box 1 Folder 2

Fat Stuff (new font based on Charisma), original art, Box 1 Folder 5

Estee Lauder, three etched negatives for typeface, Drawer 83

"A" (the letter A in eight different typefaces), negatives, Box 1 Folder 7

PL&H logotype, a positive print and a negative, Box 1 Folder 7

"x," negative, Box 1 Folder 4

## **Series 2. International Typeface Corporation**

### **Subseries 1. Printed Material**

(7 records)

ITC Barcelona typeface, magazine clipping, Box 2

ITC Benguiat Condensed typeface, magazine clipping, Box 1 Folder 1

ITC Caslon, Benguiat, and Korinna specimen, book covers (mounted), Drawer 83

ITC Modern No. 216, magazine clipping, Box 2

ITC Panache type specimen, book cover, Box 3

ITC Bookman, Barcelona, and American Typewriter type specimen covers, Drawer 83

"To write or not too right...A-Z," poster, Box 4

### **Subseries 2. Working Files**

(6 records)

Benguiat typefaces collage, negative, Drawer 83

Benguiat typefaces collage, Box 2

Benguiat Gothic typeface ("fjare"), original art, Box 2

Benguiat Gothic typeface ("9o8"), original art, Drawer 83

Presidential Script typeface ("h"), original art, Box 1 Folder 4

"BENGUIAT" in various typefaces, Box 1 Folder 2