

Gotham

Strong yet sleek, evoking a sense of professional elegance

Gotham is a relatively new font, developed only recently in the year 2000. Gotham is a sans serif font, appearing narrow, even when bolded, without feeling cramped.

“Gotham inherited an honest tone that’s assertive but never imposing, friendly but never folksy, confident but never aloof” (Hoefler, 1989).

“Known as Barack Obama’s campaign slogan font in 2008, it is closely associated with change and sleek modernity. If you are attempting to evoke one of the most powerful men in the world, this could be the font to do it with” (Cote, 2016).

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www.brandingforthepeople.com/fonts-by-personality

www.typography.com/fonts/gotham/overview