

FREDERIC GOUDY

🌿 Pabst Oldstyle™ 🌿

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GOUUDY'S PABST OLDSTYLE: Roman font with several unique logotypes. ¶ Goudy originally designed Pabst in 1902. *The* lettering was used by Pabst Brewing Company for their promotional materials. ¶ Robert Wiebking cut the punches. ¶ Frederic Goudy later licensed Pabst Oldstyle to the Lanston Type Library. ¶ Patterns were made, punches were cut and matrices were struck by Lanston from 6-36 point. ¶ Pabst Oldstyle was named after Col. Fred Pabst of the Pabst Brewing Company, the beer Americans will be familiar with, Canadians have quaffed one or two in their day. ¶ This type face has several playful logotypes, *The of & ft.* ¶ Logotypes can be a key underpinning for a successful graphic design. ¶ Lanston would like you to join Pabst in a successful advertising campaign.

Getting thirsty for
The
Pabst Oldstyle

🌿 Pabst 🌿

A B C D E F G H I J K L M
N O P Q R S T U
V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u
v w x y z
ff ff ff fi fl ft
ct st ls

• LINING FIGURES & LOGOTYPES •

\$1 2 3 4 5 6 7 8 9 0

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The ft of

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