

PEIGNOT

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Font: PEIGNOT

Designer: **A. M. Cassandre**

Year: **1937**

Category: Display Type face

Peignot is a constructed sans-serif display typeface, designed by A. M. Cassandre in 1937. It was commissioned by the French foundry Deberny & Peignot. The typeface is notable for not having a traditional lowercase since some of its letters are longer than others but also it has something called a multi-case which combines small capital letters with traditional lowercase.

The typeface was used in many media such as the closing credits of the 1976 *The Pink Panther Strikes Again*, *The Mary Tyler Moore Show* Opening Sequence.

BANCO

**A B C D E F G H I J K L M N O P
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H I J K L M N O P Q R S T U V W X Y
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**DARKWING
DUCK**

Font: **BANCO**

Designer: **Roger Excoffon**

Year: **1951**

Category: Display Type face

Banco is an inclined titling typeface. It was designed by Roger Excoffon for the Fonderie Olive foundry in 1951. Excoffon did not design a matching lower case alphabet for the capitals.

In recent years, some skateboarders have begun calling it “thrasher font” as Thrasher Skateboard Magazine uses the font in its logo. It also been used in shows such as Darkwing Duck.

WILLŌW

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AMERICAN
HORROR STORY™

Font: WILLŌW

Desinger: **Tony Forster**

Year: **1990**

Category: **Display Typeface**

Willow is a contemporary typeface that is reminiscent of the Scottish Arts and Crafts style made popular by painter Jessie Marion King, and architect/designer Charles Rennie Mackintosh.

The tv show “American Horror Story” uses a variant of the willow font called ITC willow in their episodes as well as in their logo type.

The willow typeface is predominantly associated with the horror genre amongst most movie buffs and tv shows.

STAR JEDI

STAR JEDI

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Font: **STAR JEDI**

Designer: Suzy Rice

Year: 1977

Category: Display Typeface

Star Jedi was a font that was designed for the logotype of George Lucas's Star Wars film. George wanted the designer Rice to come up with a fascist-looking font and one that is intimidating and shows dominance.

Rice got inspiration for this font by looking at a German type design book and Nazi propaganda posters.

This typeface is often paired up with ITC serif gothic and both became synonymous with Sci-Fi in pop culture.