

# Futura: To The Moon and Back

Presentation by Leah D'Emilio

June 20<sup>th</sup>, 2014

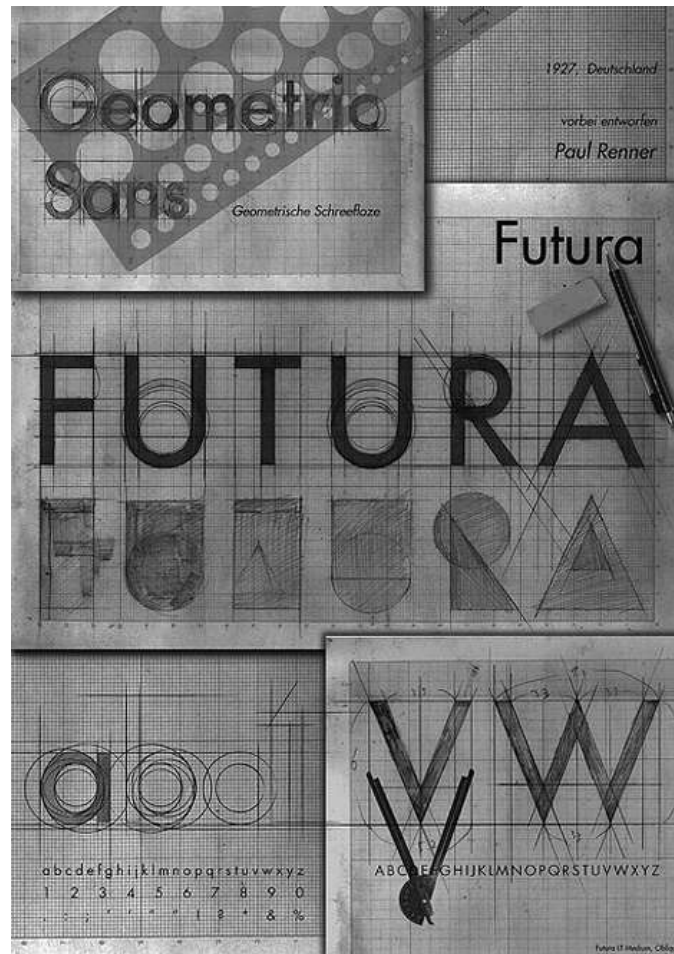


## **Paul Renner**

“The truly modern is what we hold today to be timelessly perfect.” –  
P. Renner

1927

# Geometric Sans-Serif



# Erbar

ABCDEabcde12345\$

**ABCDEabcde12345**

**\$**

# Gothic + Roman = Futura

	Textur	Rotunda	Schwabacher	Fraktur
a	ā	ā	ā	ā
d	ḏ	ḏ	ḏ	ḏ
g	ḡ	ḡ	ḡ	ḡ
n	ṅ	ṅ	ṅ	ṅ
o	ō	ō	ō	ō
A	Ɑ	Ɑ	Ɑ	Ɑ
B	Ɱ	Ɱ	Ɱ	Ɱ



Futura

Aa Qq Rr

**Aa Qq Rr**



Zuführung

abcdefghijklmnopqrstuvwxyz

0123456789

# New-Frankfurt Project



Take a Closer Look...

# **IDENTIFYING FUTURA**



Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

Kk

Oo

Aa

Pp

1 2 3 4 5 6 7 8 9 0

, . ! ? " ' ”

@ # \$ % ^ & \* ( ) \_ | ` ~ -

+ = / < > { } [ ]

Futura Condensed Medium

**Futura Condensed ExtraBold**

Futura Medium

*Futura Medium Italic*

**Futura LT CondensedExtraBold**

Futura LT Condensed Light

*Futura LT Condensed Light Oblique*

Futura LT Condensed

*Futura LT Condensed Oblique*

**Futura LT Condensed Bold**

***Futura LT Condensed Bold Oblique***

Futura LT Light

*Futura LT LightOblique*

Futura LT Book

Futura LT Regular

*Futura LT BookOblique*

*Futura LT Oblique*

**Futura LT Bold**

**Futura LT ExtraBold**

***Futura LT Bold Oblique***

***Futura LT Condensed ExtraBold***

***Futura LT ExtraBold Oblique***

Futura LT Heavy

*Futura LT Heavy Oblique*

Oh So Popular...

**FUTURA ALL AROUND US**

# Ads & Logos



i n v e n t



1948



1955



1961

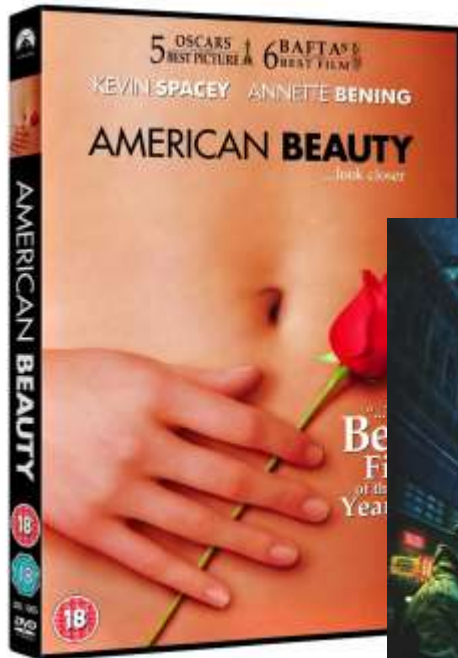


Before

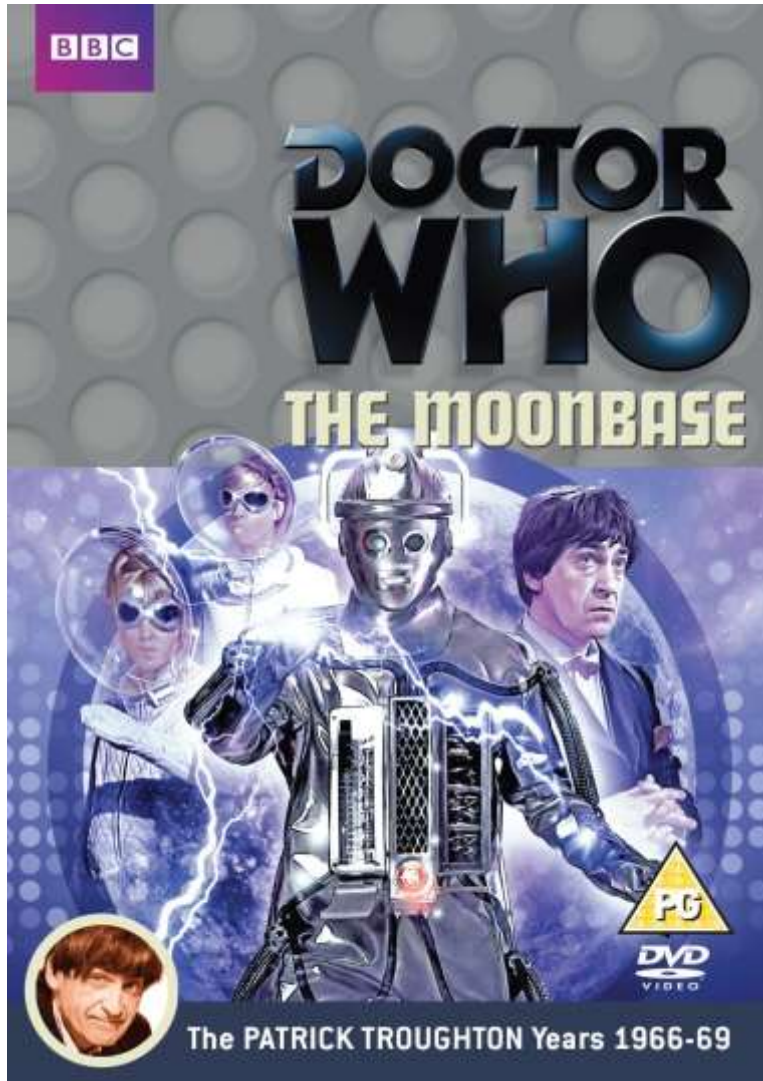


After

# Movies



# Television





# Sesame Street



# Video Games

The screenshot shows the Skyrim inventory menu for a character named YARRICK, a Nord Thief. The menu is organized into tabs: ITEMS, MAGIC, SKILLS, MAP, JOURNAL, and SYSTEM. The 'ITEMS' tab is active, showing a list of 32 items. The 'APPAREL' sub-tab is selected, displaying a list of armor items. The 'Otar (Exquisite)' helmet is highlighted, and its 3D model is shown on the right. The helmet is a golden, ornate helmet with a central crest and a visor. The background of the menu is a dark, atmospheric scene from the game.

YARRICK  
NORD | THE THIEF

SUN'S HEIGHT  
FIREAS 15m - 7:49 pm

ITEMS MAGIC SKILLS MAP JOURNAL SYSTEM

FAVORITES ALL WEAPONS APPAREL POTIONS SCROLLS FOOD BOOKS KEYS MISC

SHOWING: ALL VIEW: FILTER VIEW:

32 ITEMS	NAME ▲	ARMOR	WEIGHT	VALUE
	Amulet of Talos	2	2	90
[E]	Dragonplate Armor (Legendary) ↓ <small>HEAVY ARMOR - FORTIFY HEALTH</small>	144	40	2125
[E]	Dragonplate Boots (Legendary) ↓ <small>HEAVY ARMOR - BUFFED, FORTIFY HEALTH</small>	54	8	425
[E]	Dragonplate Gauntlets (Legendary) ↓ <small>HEAVY ARMOR</small>	54	8	425
[E]	Gualdar Amulet Fragment ↓	3	2	120
[E]	Necklace of Minor Smithing ★ <small>25% BONUS TO SMITHING</small>	0	2	80
[E]	Otar (Exquisite) ↓	81	9	1681
	Ring of Minor Health	0	2	200

M1 TO ROTATE M2 TO ZOOM

HEALTH 215/290 MAGicka 100/120 FATIGUE 20/130

[E] EQUIP [R] DROP [F] FAVORITE LEVEL 22 ARMOR RATING 523 CARRY WEIGHT 130/350 GOLD 2789

# Sports



# Boston Celtics Championship Banners



# Boston Public Safety



# Telecommunications Logos



# Music



# Moon





Imitation Is The Greatest Compliment...

# **VARIATIONS ON FUTURA**

# Futura Imitations

- Bukra
- Kabel
- Metro
- Vogue
- Spartan
- Twentieth Century
- Century Gothic
- Nobel
- Passata
- Avenir
- Toronto Subway Font
- Tasse
- Beteckna
- Braggadocio
- Fujiyama
- Gotham
- Ikea sans
- Opel sans

Futura ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

---

Avenir ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

---

Avant Garde ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

---

Kabel ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

---

Gill Sans ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

---

Berthold  
Akzidenz Grotesk ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

---

Century Gothic ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Futura le specimen anime

[ [VIDEO](#) ]

Paul Renner

[ [VIDEO](#) ]

# Resources

1. [http://en.wikipedia.org/wiki/Futura\\_%28typeface%29](http://en.wikipedia.org/wiki/Futura_%28typeface%29)
2. <http://www.fonts.com/font/linotype/futura>
3. [http://en.wikipedia.org/wiki/Paul\\_Renner](http://en.wikipedia.org/wiki/Paul_Renner)
4. <http://en.wikipedia.org/wiki/Typeface>
5. <http://en.wikipedia.org/wiki/Sans-serif#Classification>
6. [http://en.wikipedia.org/wiki/Bauer\\_Type\\_Foundry](http://en.wikipedia.org/wiki/Bauer_Type_Foundry)
7. [http://en.wikipedia.org/wiki/Ludwig\\_%26\\_Mayer](http://en.wikipedia.org/wiki/Ludwig_%26_Mayer)
8. [http://en.wikipedia.org/wiki/Erbar\\_%28typeface%29](http://en.wikipedia.org/wiki/Erbar_%28typeface%29)
9. [http://en.wikipedia.org/wiki/Architype\\_Renner](http://en.wikipedia.org/wiki/Architype_Renner)
10. <http://www.linotype.com/762/paulrenner.html>
11. <http://www.creativepro.com/article/the-bauhaus-designer-paul-renner>
12. <http://www.sitepoint.com/the-blackletter-typeface-a-long-and-colored-history/>
13. [http://scholarworks.gsu.edu/cgi/viewcontent.cgi?article=1001&context=art\\_design\\_these\\_s](http://scholarworks.gsu.edu/cgi/viewcontent.cgi?article=1001&context=art_design_these_s)
14. [http://en.wikipedia.org/wiki/Intertype\\_Corporation](http://en.wikipedia.org/wiki/Intertype_Corporation)
15. <http://www.spudart.org/blog/images/2007/futura-alternatives-big.png>

Images and their original sources used in this presentation can be found at:

<http://www.pinterest.com/leahdemilio/futura/>

# The End.

## **FUTURA EXTRA BOLD CONDENSED: THE MOTHER OF ALL TYPEFACES.**

It's time for Art Directors the world over to boycott the use of Futura Extra Bold Condensed—the most over-used typeface in advertising history. Destroy the Great Satan of clichés and the Little Satan of naked convenience, and rally to the cause of better type selection.

Please fill out the enclosed petition and mail it to our headquarters. It will be used to sway the opinion-makers of our industry toward our just and worthy cause.

Together, we can whip this mother.

**ART DIRECTORS AGAINST  
FUTURA EXTRA BOLD CONDENSED.**