



Looking into the Futura

12 pt.
Regular

Light
Condensed
Medium
Condensed
Bold
Condensed

Futura
Futura
Futura

12 pt.
Condensed

Futura
Futura
Futura

Light
Condensed
Medium
Condensed
Bold
Condensed

Light

Book

Medium

Futura
Futura
Futura

Futura
Futura
Futura

Light

Book

Medium

Heavy

Bold

Extra Bold

Futura
Futura
Futura

Futura
Futura
Futura

Heavy

Bold

Extra Bold



Futura

50 pt.
Bold

12 pt.
Medium

efficiency and forwardness

11 pt.

efficiency and forwardness

10 pt.

efficiency and forwardness

09 pt.

efficiency and forwardness

08 pt.

efficiency and forwardness

07 pt.

efficiency and forwardness

06 pt.

efficiency and forwardness

05 pt.

efficiency and forwardness

04 pt.

efficiency and forwardness

07 pt.
Book

Futura took from the Bauhaus movement its clean and crisp aesthetic. The simplicity reflects a sense of efficiency and forwardness that people today still appreciate.

33 pt.
Bold



Paul Renner

12 pt.
Medium
Oblique

utopia of design

Paul Renner, the main designer for Futura, is from Germany. In 1927, he created Futura, which he believed was the result of the elimination of all ornamentation and individual characteristic.

He believed that Futura is the utopia of design.

UTOPIA

95 pt.
Bold

u t o p i a

51 pt.
Bold



u t o p i a

30 pt.
Bold

u t o p i a

30 pt.
Bold

Characteristics

sense of style

A typeface's basic function is its readability. In order to enhance that, Renner derived Futura entirely from geometric forms. He uses near-perfect circles, triangles and squares and strokes of similar weights.

Futura is the sign of efficiency—it is clean, standardized and stylized without an "overt" sense of style.

- 1 ascender height
- 2 cap height
- 3 x-height
- 4 base line
- 5 descender height

Capital letter

lowercase letter:
ascender is higher than
the cap-height

1
2
3
4
5

Looking

rounded oo
like eyes

into the ...

little same
shape as
the letter o

over hang

futura

over hang

over hang

over hang:
a part of the letter hangs
below the baseline

Geometrical

30 pt.
Bold



12 pt.
Bold



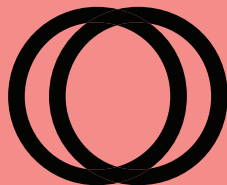
O is almost a perfect circle. However, on close observation it is slightly oval on the sides. Futura is one of the only typeface with a circular o.



50 pt.
Medium



The negative space of the v forms an obvious triangle. However, v is not the only letter who does that. The negative space of A, Y and X also does the same.

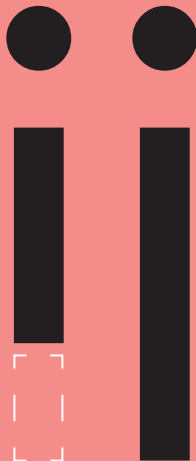


Similarity

d p φ
q b φ

38 pt.
Medium

b, d, q, p are all very similar. They are all either mere reflections of each other or rotations of each other. When put together, the fit perfectly.



170 pt.
Medium

The i and the j are also very similar. The j is basically the i with an extend. The lack of an upwards curve on the j is subtle but demands attention when seen.

Full Alphabet ○○

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

12 pt.
Medium

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

1 2 3 4 5 6
7 8 9 0
! @ # \$ % ^ & * ()
: ; ? / ' " \ < > { } . ,

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

12 pt.
Medium
Oblique

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

1 2 3 4 5 6
7 8 9 0
! @ # \$ % ^ & * ()
: ; ? / ' " \ < > { } . ,

18pt.
Condensed

Look out for the futura ...

Light

Look out for the futura ...

Medium

Look out for the futura ...

Bold

Look out for the futura ...

Extra Bold

