type specimen

Matt

Matt

The Modern Sans-Serif

In a world overflowing with visual noise, Matt emerges as a beacon of clarity and identity. This contemporary sans-serif font inherits the elegant curves of the renowned Intro but pushes the design envelope with a fresh, visionary approach.

With its wider width proportions and high x-heights, each letter in Matt is crafted with profoundly conscious care and every millimeter meticulously designed to ensure legibility and recognition. The slightly squared ovals combined with open terminals create a harmonious balance that feels both mindful and strong, perfectly resonating with the modern, professional, and playful ethos of today's design landscape.

Matt is not just a font; it's a versatile asset for graphic designers, brand agencies, web design studios, tech companies, and game design studios alike. Whether you're developing a company branding, designing for web and mobile apps, engaging audiences on social media, or creating captivating YouTube videos, Matt's extreme utility shines through in every application.

Elevate your projects with Matt, where every curve speaks volumes, every character stands out, and where the need to distinguish oneself in an overwhelming world is met with both elegance and strength.

3

Credits

Original Idea
Svetoslav Simov

Type Director
Viktoria Usmanova

Type Design
Svet Simov
Ani Dimitrova
Ivelina Martinova

Type Specimen
Ivelina Martinova

Motion Design
Radoslav Valkov

Font Production
Ivelina Martinova
Stefan Yatanski

Art Direction
Stefan Yatanski

Font Formats
OTF, TTF,
WOFF, WOFF2

Contents
16 font styles

Upright
8 weights, 736 glyphs.

Italic
8 weights, 736 glyphs.

Variable Fonts
2 variable fonts

Trademarks
Matt™ is a trademark
of Fontfabric LLC

Modifications & Extensions
Available on request

Recommended use:
Advertising & Packaging
Editorial & Publishing, Logo,
Branding & CI
Poster & Billboards

Responsive Design
Book Design.

Licensing
Free Trial License

**Standard commercial
licenses**
Desktop · Web · App ·
Epub · Server · Digital Ads

Other Licensing Options
More licensing options
available on request.

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Available on
www.fontfabric.com

✳"THE SLIGHTLY SQUARED OVALS COMBINED WITH OPEN TERMINALS CREATE A HARMONIOUS BALANCE THAT FEELS BOTH MINDFUL AND STRONG, PERFECTLY RESONATING WITH THE MODERN, PROFESSIONAL, AND PLAYFUL ETHOS OF TODAY'S DESIGN LANDSCAPE"

01   Thin

02   ExtraLight

03   Light

04   Regular

05   Medium

06   **Bold**

07   **ExtraBold**

08   **Black**

01   *Thin Italic*

02   *ExtraLight Italic*

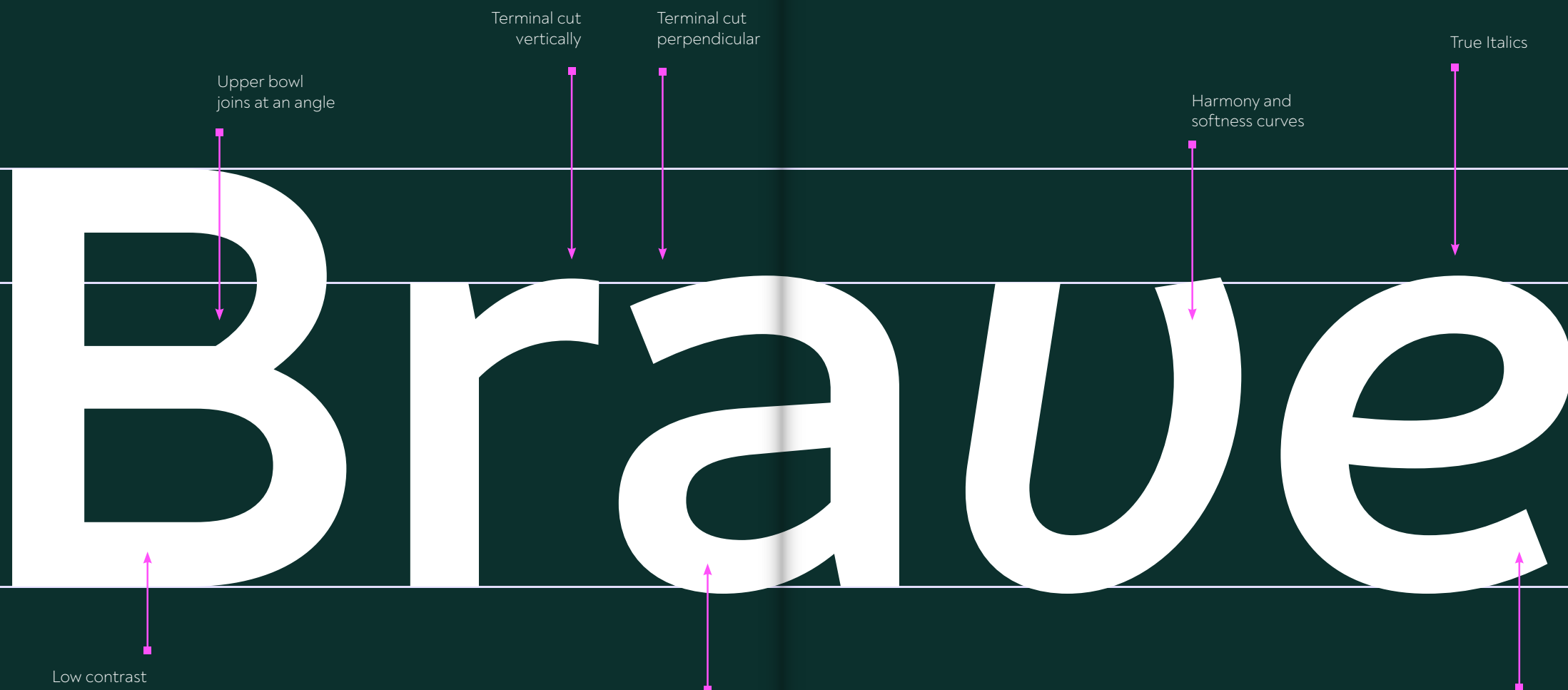03   *Light Italic*

04   *Regular Italic*

05   *Medium Italic*

06   ***Bold Italic***

07   ***ExtraBold Italic***

08   ***Black Italic***

Font Details

- Matt
- *Matt Italic*

True Italics

Upper bowl joins at an angle

Terminal cut vertically

Terminal cut perpendicular

True Italics

Harmony and softness curves

Low contrast

Balanced shapes

Terminals follow the path of hand

Brave

90 pt   Matt Black

History

84 pt   Matt Thin

Evolution

28 pt   Matt ExtraBold

An ideogram is a graphic element that represents an idea or a concept.

23 pt   Matt ExtraLight

The modern Latin alphabet con- sists of 52 upper– and lowercase letters, along with ten numerals and a variety of other symbols and punctuation marks.

20 pt   Matt Bold

A phonogram is a written symbol, letter, character, or other mark that represents a sound, syllable, morpheme, or word.

17 pt   Matt Light

The Industrial Revolution brought mecha- nisation that allowed printing to speed up, photo–engraving which replaced handmade printing plates and line–casting machines.

14 pt   Matt Medium

A symbol is a graphic element that communicates ideas and concepts it represents rather than denoting what it actually is.

14 pt   Matt Regular

Modernism, as manifested in the Cubist, Surrealist, and Dadaist movements, was shaped by the industrializa- tion and urbanization of Western society.

12 pt   Matt Medium Italic

A pictogram is a graphic element that describes an action or series of actions through visual references or clues.

10 pt   Matt Regular Italic

Pop Art developed as a reaction against abstract art. It was often witty, purposely obvious, and

throwaway in its reflection of consumer culture, such as advertising and comic books.

82 pt   Matt Black

История

70 pt   Matt Thin

Эволюция

22 pt   Matt ExtraBold

Идеограмма — это графический элемент, который представляет собой идею или концепцию.

20 pt   Matt ExtraLight

Современный латинский алфавит состоит из 52 прописных и строчных букв, а также из десяти цифр и разнообразных других символов и знаков препинания.

19 pt   Matt Bold

Фонограмма — это письменный символ, буква, знак или другой элемент, который представляет звук, слог, морфему или слово.

15 pt   Matt Light

Промышленная революция принесла механизацию, которая позволила увеличить скорость печати, фототравление, заменившее ручные печатные пластины, и линотипные машины.

16 pt   Matt Medium

Символ — это графический элемент, который передает идеи и концепции, которые он представляет, а не обозначает то, что он на самом деле является.

14 pt   Matt Regular

Модернизм, проявленный в движениях кубизма, сюрреализма и дадаизма, был сформирован процессами индустриализации и урбанизации западного общества.

14 pt   Matt Medium Italic

Пиктограмма — это графический элемент, который описывает действие или серию действий через визуальные ссылки или подсказки.

10 pt   Matt Regular

Поп-арт развивался как реакция на абстрактное искусство. Он часто был остроумным, намеренно очевидным и непродолжительным в своем отражении потребительской культуры, такой как реклама и комиксы.

78 pt — Matt Black

История

25 pt — Matt ExtraBold

Изкуството на шрифта в България през годините.

20 pt — Matt Bold

Качествата на всеки шрифт могат да се оценят едва когато зрителят го види в неговата цялост, с най-важните знаци от азбуката и употребата му в подходящ контекст.

18 pt — Matt Medium

Познаването на историята на типографията разширява професионалните хоризонти на дизайнерите.

16 pt — Matt Medium Italic

Графичните дизайнери днес разполагат с неизчерпаеми инструменти за създаване на разнообразни типографски стилове.

78 pt — Matt Thin

Еволюция

22 pt — Matt ExtraLight

Типографската дисциплина получава най-голям тласък с изобретяването на печатарската преса от Гутенберг.

18 pt — Matt Light

В следващите няколко века бумът на печатарското дело до голяма степен определя развитието на типографията като професия.

13 pt — Matt Regular

Двайсети и двайсет и първи век се считат за най-плодотворни по отношение на теоретичното стандартизиране и графичното усъвършенстване на шрифтовете и тяхната типографска терминология.

10 pt — Matt Regular Italic

Думата шрифт е дошла у нас от немски език чрез печатарската терминология. Тя означава писмо, азбука, почерк, писмен документ,

вид на буквите. Нашите печатари обикновено са употребявали думата шрифт, за да означат вид наборни букви.

Type Origins

But what transforms a letter into a unique and instantly recognizable sign?

Although we tend to think of *typography as a relatively modern invention*, the practice of imprinting symbols into soft or malleable surfaces has been around for thousands of years.

We can find examples in ancient Mesopotamia, where clay cylinder seals were engraved with financial transactions, *official signatures, and even protection 'devices'.*

Type Distribution & Initial Forms

{ *The relation between shape and countershape, which in writing amounts to the relation between white and black, is the foundation of perception. The in terpretation of every sensation from any sense organ works on this principle.* }

I Dream Letters!

Different fonts evoke different feelings.

Love with type

the culture & lifestyle

Famous

How do fonts influence you?

funny story

POWER OF TYPE

живописен

Я ЛЮБЛЮ ТИПОГРАФІЮ

Скулптор

ФОНТ КАО ЕМОЦИЈА

графика
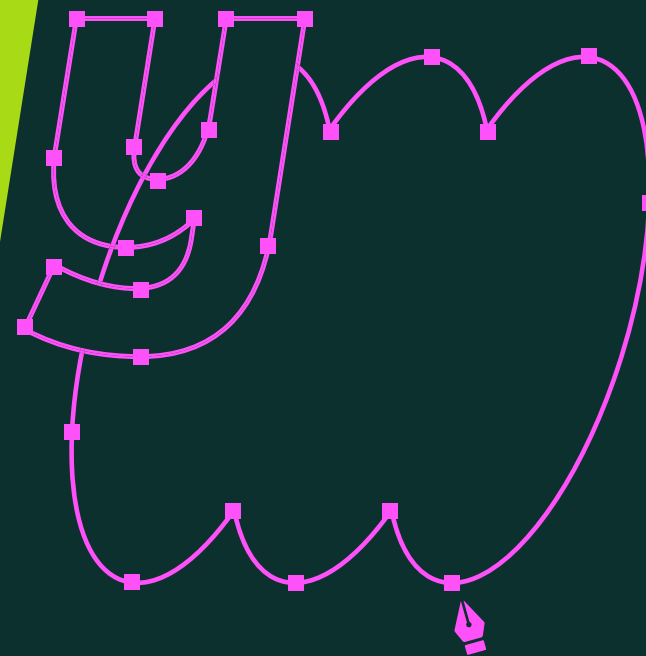
культурная икона

каллиграфии

Language Support

All typefaces from Fontfabric are meticulously engineered to support an extensive range of Latin-based languages, including but not limited to English, German, French, Spanish, Czech, Polish, and Turkish, as well as Cyrillic scripts such as Bulgarian, Ukrainian, and Russian.

Our team has expertise in crafting language systems such as Greek, Arabic, Thai, Georgian and Armenian. These specialized scripts are developed upon client request, ensuring a tailored typographic solution for diverse linguistic needs.

Latin writing script

Albanian	(Nyanja)	Galician	(Glosa)	Maori
Alsatian	Cimbrian	Genoese	Interlingua	Megleno-
Aragonese	Corsican	German	Irish (Gaelic)	Romanian
Arapaho	Croatian	Gilbertese	Istro-Romanian	Mohawk
Aromanian	Czech	(Kiribati)	Italian	Nahuatl
Arrernte	Danish	Greenlandic	Jèrriais	Norfolk/
Asturian	Dutch	Haitian	Kashubian	Pitcairnese
Aymara	English	Creole	Kurdish (Kurmanji)	Northern Sotho
Basque	Estonian	Hawaiian	Ladin	(Pedi)
Bislama	Faroese	Hiligaynon	Latvian	Norwegian
Bosnian	Fijian	HmongHopi	Lithuanian	Occitan
(Latin)	Finnish	Hungarian	Lojban	Oromo
Breton	French	Ibanag	Lombard	Pangasinan
Catalan	French	Icelandic	Low Saxon	Papiamento
Cebuano	Creole	Iloko	Luxembourgian	Piedmontese
Chamorro	(Saint Lucia)	(Ilokano)	Malagasy	Polish
Cheyenne	Frisian	Indonesian	Maltese	Portuguese
Chichewa	Friulian	Interglossa	Manx	Potawatomi

Rhaeto-Romance	(Slovene)	Tok Pisin
Romanian	Somali	Tongan
Romansh	Southern	(Faka-Tonga)
(Rumantsch)	Ndebele	Tswana
Rotokas	Southern	Turkish
Rusyn	Sotho	Turkmen
Sami (Inari)	(Sesotho)	(Latinized)
Sami (Lule)	Spanish	Tuvaluan
Samoan	Swahili	Uyghur (Latinized)
Sardinian (Sardu)	Swati/Swazi	Veps
Scots (Gaelic)	Swedish	Volapük
Serbian (Latin)	Tagalog	Votic (Latinized)
Seychellois Creole	(Filipino/	Walloon
(Seselwa)	Pilipino)	Warlpiri
Shona	Tahitian	Welsh
Sicilian	Tausug	Xhosa
Slovak	Tetum	Yapese
Slovenian	(Tetun)	Zulu

Cyrillic writing script

Belarusian
Bulgarian
Bosnian (Cyrillic)
Karachay (Cyrillic)
Russian
Serbian (Cyrillic)
Turkmen
Ukrainian

You have exactly what it takes

• **Matt**
Extra Bold Italic

Matt™

Regular

Aa

Basic Latin

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

abcdefghijklmnopq
rstuvwxyz

Extended Latin

ÁĂÂÄÀĀĄÅÃÆǼĆČÇĈĊĐĎĐÉĚĔ
ÊËĖÈĒĘĞĜĢĠĦĤIJÍJÍ ĬÎ Ï ì Ì Ī Ĵ Ĭ Ĵ Ĵ Ķ Ĺ Ľ
ĻĿŁŃŇŅŊÑÓŎÔÖÒŐŌØǾÕŒÞŔ
ŘŖŚŠŞŜȘßŦŤŢŢÚŬÛÜÙŰŨŲŮŨŴ
ŴŴŴÝŶŸỲŹŽŻ

áăâäàāąåãæǽćčçĉċðďđéěĕêë ė
è ē ę ğ ĝ ģ ġ ĥ ıíĭ îïìī ĵ ĩ ij íj jĵ ĵ ķ κ ĺ ľ ļ l· ł ń ň ņ η
ñ ó ŏ ô ö ò ő ō ø ǿ õ œ þ ŕ ř ŗ ś š ş ŝ ş ß ſ t ŧ ť
ţ ţ ú ŭ û ü ù ű ū ų ů ũ ẃ ŵ ẅ ẁ ý ŷ ÿ ỳ ź ž ż

Standard Ligatures

ff fj fl ft fi tt

Discretionary Ligatures

Ïï ïï ДД дд

Cyrillic

АБВГЃҐДЕЁЖЗИЙЍКЌЛМНО
ПРСТУЎФХЧЦШЩЏЬЪЫЉЊ
SЄЭІЇЈЋЮЯЂ

абвгѓґдеёжзийѝкќлмно
прстуўфхчцшщџьъыљњ
sєэіїјћюяђ

Oval Cyrillic (Localization)

ДЛФ
вгджзиййùклнптфчцшщьъю

Numbers & Currency Symbols

0123456789 |0|1|2|3|4|5|6|7|8|9|
0123456789 |0|1|2|3|4|5|6|7|8|9|
H⁰H¹H²H³H⁴H⁵H⁶H⁷H⁸H⁹
H₀H₁H₂H₃H₄H₅H₆H₇H₈H₉
H⁰H¹H²H³H⁴H⁵H⁶H⁷H⁸H⁹
H₀H₁H₂H₃H₄H₅H₆H₇H₈H₉
½⅓⅔¼¾⅕⅖⅗⅘⅙⅚⅐⅛⅜⅝⅞⅑
€¢¤$ƒ₴₺₽£¥

Punctuation & Mathemtical Symbols

.,:;…!¡?¿·•*#/\(hg){hg}[hg]
–——_‚"""''«»‹›"'

Sensitive case

HiH¿H-–—(H){H}[H] ‹H› «H» H•H
+ − × ÷ = ≠ > < ≥ ≤ ± ≈ ~ ¬ ^ ⌀ ∞ ∫ ∏ ∑ √ ∂ %
‰ ◊ @ & & ¶ § | ¦ † ‡ © ® ™ º ′ ″ № ℮

font® fabric

Matt Italic™

Regular Italic

Aa

Basic Latin

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

Extended Latin

Á Ă Â Ä À Ā A Å Ã Æ Ǽ Ć Č Ç Ĉ Ċ Đ Ď Đ É Ě Ĕ Ê
Ë Ė È Ē Ę Ğ Ĝ Ģ Ġ Ħ Â IJ Í Ĵ Í Î Ï Ì Ī Ĭ Ĵ Ĵ Ķ Ĺ Ľ Ļ
Ŀ Ł Ń Ñ Ņ Ŋ Ñ Ó Ŏ Ô Ö Ò Ő Ō Ø Ó Õ Œ Þ Ŕ Ř Ŗ
Ś Š Ŝ Ş ß Ŧ Ť Ţ Ţ Ú Ŭ Û Ü Ù Ű Ū Ŷ Ů Ũ Ŵ Ŵ Ŵ
Ẁ Ý Ŷ Ÿ Ỳ Ź Ž Ż

á ă â ä à ā ą å ã æ ǽ ć č ç ĉ ċ ð ď đ é ě ĕ ê ë ė è
ē ę ğ ĝ ģ ġ ĥ ı í ĭ î ï ì ī ĭ ĵ ij ĵ ĵ ķ ĸ ĺ ľ ļ l· ł ń ň ņ ŋ ñ ó
ŏ ô ö ò ő ō ø ó õ œ þ ŕ ř ŗ ś š ş ŝ ş ß ſ t ŧ ť ţ ţ ú
ŭ û ü ù ű ū ų ů ũ ẃ ŵ ẅ ẁ ý ŷ ÿ ỳ ź ž ż

Standard Ligatures

ff fj fl ft fi tt

Discretionary Ligatures

Ï Ï ï ï ДД дд

Cyrillic

А Б В Г Ѓ Ґ Д Е Ё Ж З И Й Й К Ќ Л М Н О
П Р С Т У У Ф Х Ч Ц Ш Щ Џ Ь Ъ Ы Љ Њ
S Є Э І Ї Ј Ћ Ю Я Ђ

а б в г ѓ ґ д е ё ж з и й й к ќ л м н о
п р с т у ў ф х ч ц ш щ џ ь ъ ы љ њ
s є э і ї ј ћ ю я ђ

Oval Cyrillic (Localization)

Д Л Ф
в г ж з и й ù к л н п т ф ч ц ш щ ь ъ ю

Numbers & Currency Symbols

0 1 2 3 4 5 6 7 8 9 |0|1|2|3|4|5|6|7|8|9|
0 1 2 3 4 5 6 7 8 9 |0|1|2|3|4|5|6|7|8|9|
$H^0H^1H^2H^3H^4H^5H^6H^7H^8H^9 \; H_0H_1H_2H_3H_4H_5H_6H_7H_8H_9$
$H^0H^1H^2H^3H^4H^5H^6H^7H^8H^9 \; H_0H_1H_2H_3H_4H_5H_6H_7H_8H_9$
½ ⅓ ⅔ ¼ ¾ ⅕ ⅖ ⅗ ⅘ ⅙ ⅚ ⅐ ⅛ ⅜ ⅝ ⅞ ⅑
€ ¢ ¤ $ ƒ ₴ ₺ ₽ £ ¥

Punctuation & Mathemtical Symbols

. , : ; … ! ¡ ? ¿ · • * # / \ (hg) {hg} [hg]
– — ― _ ‚ " " " " « » ‹ › "‴

Sensitive case

H i H ¿ H – — (H) { H } [H] ‹ H › « H » H • H
+ − × ÷ = ≠ > < ≥ ≤ ± ≈ ~ ¬ ^ ø ∞ ∫ ∏ ∑ √ ∂ % ‰
◊ @ & & ¶ § | ¦ † ‡ © ® ™ º ′ ″ № e

Open Type Features

Superiors

10m3 4cm2 ▸ 10m³ 4cm²

Scientific Inferiors

NaC6H12O6 ▸ NaC₆H₁₂O₆

Tabular Numbers

1234567890 ▸ |1|2|3|4|5|6|7|8|9|0|

Oldstyle Figures & Tabular Oldstyle Figures

1234567890 ▸ |1|2|3|4|5|6|7|8|9|0|

Fractions

3/8 loaded ▸ ⅜ loaded

Standart Ligatures

figure ▸ figure   gift ▸ gift

Stylistic Alternates

Å ▸ Å view ▸ view yellow ▸ yellow

Localization

живопис ▸ живопис

Case-Sensitive Forms

¿qué‑tal? ▸ ¿QUÉ‑TAL?

Matt
Variable Fonts

Matt™ includes 2 Variable fonts with one distinct axes of variation: weight. A pertinent clarification—variable font technology is not yet universally compatible with all software.

For an up-to-date list of supported programs, kindly refer to the support status at v-fonts.com/support/.

Variable

→ Matt   100 |————————●————————| 900
Weight

→ Matt Italic   100 |————————————————●——| 900
Weight

Ђ ft В S Č Ÿ
à Я 6 £ ж ß
& ? Q tt @ Å
w В 2 К g ¶

35

File Formats & Licensing

EULA, or End-User License Agreement, outlines the terms and conditions you consent to when acquiring a paid font or downloading a complimentary one. This comprehensive document delineates the array of Fontfabric Licenses available, as well as the specific guidelines and constraints you, the Licensee, and your client (if applicable) are obligated to adhere to.

Fontfabric offers two primary types of Licenses:
· Standard End-User License: Accompanies individual font acquisitions and encompass-

es a broad range of common usages, including Desktop, Webfont, App, and ePub.

· Custom End-User License: Crafted to meet unique client requirements, this license is issued following an in-depth professional consultation and negotiation.

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For inquiries on custom licensing, direct your request to contact@fontfabric.com.

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FREE FONTS	Read the Fontfabric **Commercial EULA For Free Fonts** for all details www.fontfabric.com/fontfabric-licensing
TRIAL FONTS	Read the Fontfabric **Non-Commercial EULA for Trial Fonts** for all details www.fontfabric.com/fontfabric-licensing

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Family

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Matt10