

F

P A U L

R E N N E R

U

T

A geometric,
sans-serif typeface

U

R

Bauer Type Foundry

A

1927

THE TYPEFACE OF TODAY

HISTORY

Futura was designed for the New Frankfurt-project; an affordable housing project in Frankfurt, Germany. It is based on geometric shapes, especially the circle. It is similar to the Bauhaus design style of the period.

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

0 1 2 3 4 5 6 7 8 9

!"&*#()+,=%/;<>;^_`?@{ }\$\\[]

AND TOMORROW

FUTURA

Medium

Condensed

Medium Italic

B o l d

Condensed Extra Bold

FUTURA PT

L i g h t

B o o k

Medium

D e m i

H e a v y

Extra Bold

ANATOMY

sharp peaks

tall ascenders

Apollo

near- even
stroke weight

low x-height

circles, triangles, and squares



Futura avoids decorative elements. The typeface makes use of simple geometric forms. The uppercase characters are similar in proportion to Roman capitals.

Industrialized
Modern
Simplistic
Versatile



Futura is used for both print and digital projects. It is also used for both display and paragraph text.

CHARACTERISTICS

FUTURA ON THE MOON

LOGOS & BRANDS

Calvin Klein

Bed Bath & Beyond

Avon

Domino's Pizza

Best Buy

POP CULTURE

American Beauty movie poster


Little Red Corvette album release cover

2001: A Space Odyssey movie poster

Gravity movie poster

Nike's "Just do it" slogan

HAVE YOU SEEN ME?



"HERE MEN FROM THE PLANET EARTH
FIRST SET FOOT UPON THE MOON
JULY 1969, A. D.
WE CAME IN PEACE FOR ALL MANKIND"

Futura was the first typeface on the moon. A commemorative plaque left on the moon by the Apollo 11 astronauts in 1969 used Futura.

