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FUTURA

Marketed as “the typeface of today and tomorrow,” Futura is the sans serif embodiment of modernism, simplicity, and industrialization. Paul Renner designed Futura in 1927 as a part of the New Frankfurt project, which was an affordable housing project in Frankfurt, Germany that involved many world-famous modernist architects. Futura’s geometric style is reminiscent of the Bauhaus design style that was popular in the 1920s. Ever since its creation, Futura has been used in a wide variety of advertisements and logos for companies such as IKEA, HP, and Volkswagen. In recent years, Futura’s use has been even further widened, with the typeface appearing in movies, video games, sports franchises, and even NASA missions.

Futura’s modern appearance is mainly due to its geometric design. Near-perfect circles, squares, and triangles are evident throughout its characters, many of which feature low-contrast strokes. The typeface also has a low x-height and high ascenders, both of which are reminiscent of classic serif typefaces. This makes Futura more suitable for use as body text. Futura’s release resulted in waves of new geometric typefaces, each one trying to perfectly capture the balance between today and tomorrow.

Paul Renner 1927