



Prototipo | Create your own font in a few clicks

Prototipo is the first real time font creation software allowing anyone to create a unique font in a few clicks.

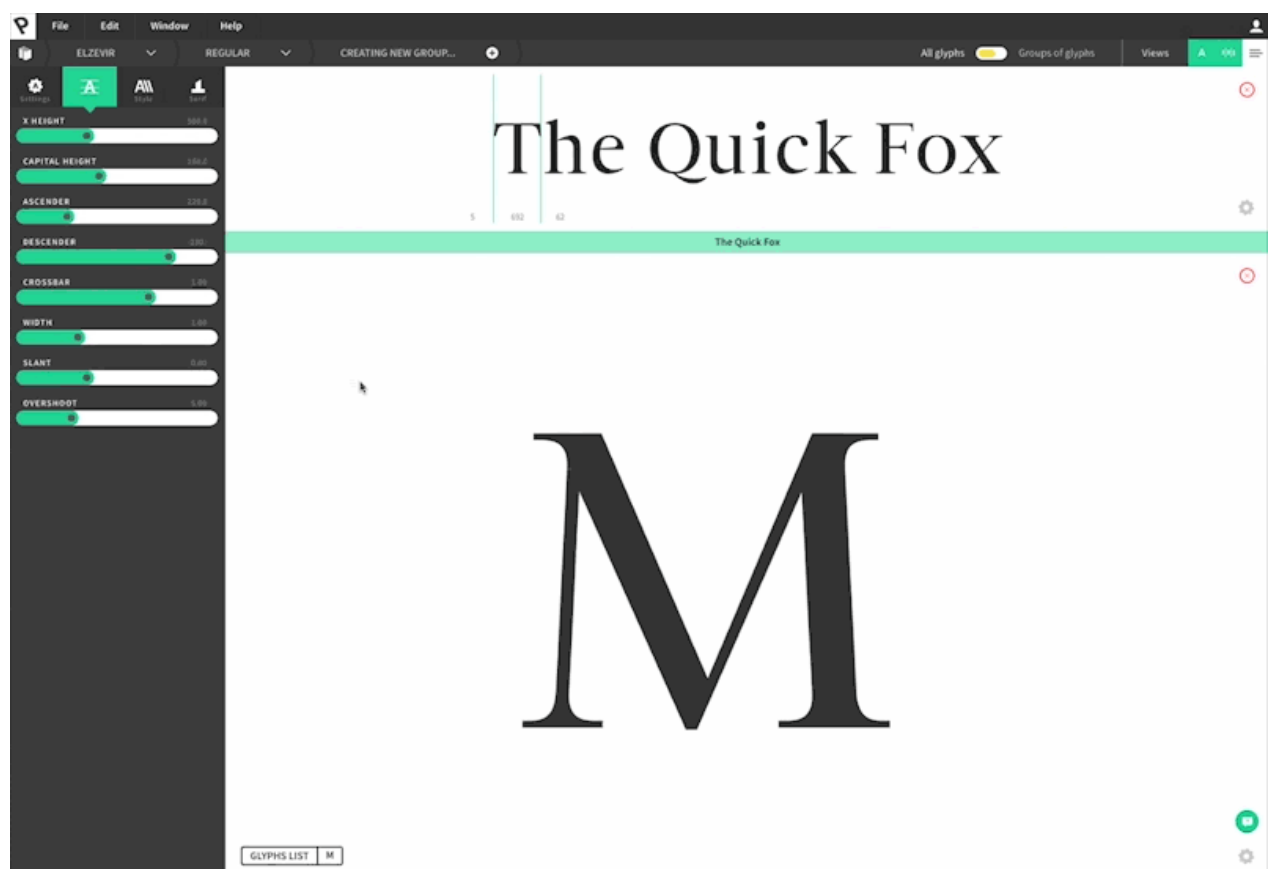
Create unique fonts in clicks

The web application Prototipo gives graphic designers and type lovers **the ability to create personalized fonts** and export them to use wherever they want.

After choosing one of our **three font templates** (designed by the international foundry **Production Type**) users can draw their own font by moving **over 30 sliders** (x-height, curves of the serifs, width...). The changes apply directly on each character of the Latin alphabet.

This innovative approach to type design brings users the opportunity to **get stronger visual identity with original fonts**.

See the demo: <https://www.prototipo.io>



A high degree of customization

According to Yannick Mathey, art director and cofounder, the rationale behind the application is that “Prototipo was built because **we were frustrated by the difficulty of finding original fonts** perfectly fitting our specific needs, and to shorten the time it takes to draw a custom font, from months to days.” **Based on the parametric fonts technology**, the app aims to give designers maximum freedom in their creations. Users can modify

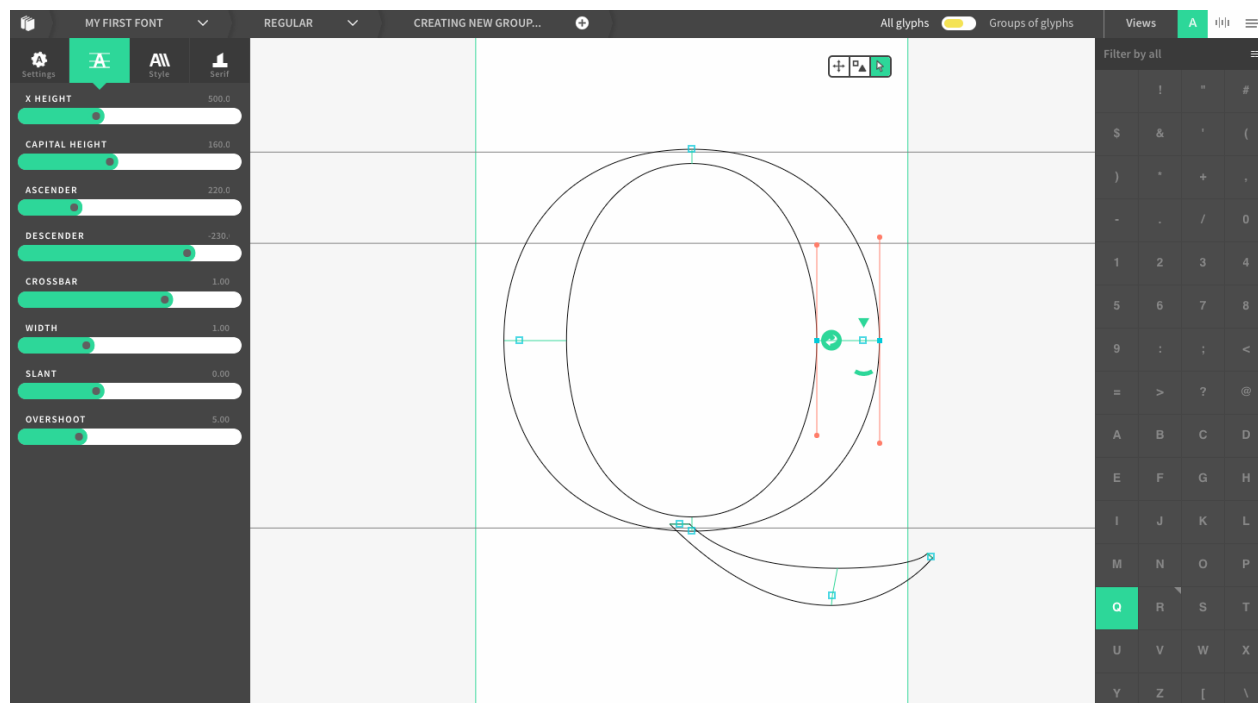


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glyphs or group of glyphs separately, and with the release of its **Manual Editing feature**, Prototipo reaches the **highest degree of customization** as it's now possible to move each point of any letters.



A subscription of **\$15/month without commitment** and a \$99/year offer gives access to the full version of Prototipo with the ability to export an unlimited number of fonts. It's also possible to buy a pack of 5 exports at a price of \$5.

Coming next

2017 will see important additions to the application. **New fonts are announced** as well as the ability to control the components of each glyph. **A tool, "Prototipo Builder", will allow users to create their own parametric fonts** and use it in Prototipo as any other templates.

About Prototipo

Created in May 2013 by Yannick Mathey and Louis-Rémi Babé in Lyon, Prototipo now gather a team of 7 people. Prototipo is the first real time font creation software with no drawing skills required. **The tool is used by more than 15000 graphic designers** and type lovers coming from over 130 countries. You can find more information on www.prototipo.io, joining the 7000 Facebook fans or being part of the 4000 Twitter followers.

Press contact

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P.S.: If you want to use the live-tester on your blog, feel free to use the iframe:

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<iframe src="https://iframe.prototipo.io" width=720 height=370></iframe>
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