www.prototypo.io
blog.prototypo.io

 @prototypoApp
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 http://goo.gl/zUsOiv

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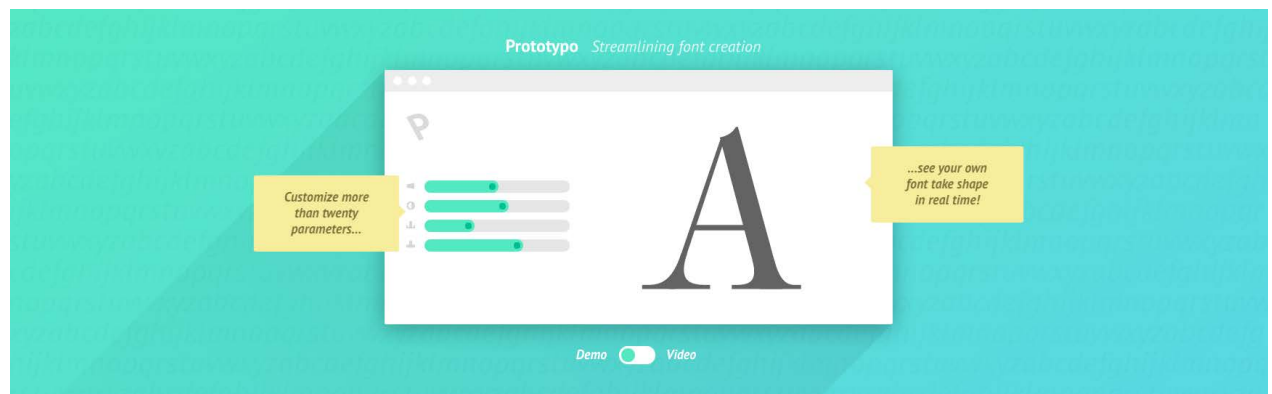# Prototypo | Create your own font in just a few clicks
Release presskit

The first real time font creation software with no drawing skills required

The web application Prototypo gives anyone the possibility to create **personalized** fonts and export them **to use on their website or desktop application** such as Word or InDesign.

"We've built Prototypo because we were frustrated by the difficulty of finding original fonts **perfectly fitting our specific needs,** and the months it takes to draw custom ones" said the art director and cofounder Yannick Mathey. **Prototypo offers a new approach to typography** that integrates historical, mathematical, visual rules of this discipline and automates repetitive tasks to **let users focus on overall design.** The user can modify the shape and proportion of each letter in the Latin alphabet **by playing around with more than 20 sliders.** This innovative approach to type design brings users the opportunity to get stronger visual identity with original fonts or to spend a lot of time on traditional drawing softwares.

Watch the demo: https://www.prototypo.io

An international community

Since May 2014, date of their first fundraising on the crowdfunding platform "Kickstarter", **more than 1.800 people from all over the world** pre-ordered one year access to the web-app. Today, they count 3.000 followers on twitter, 3.500 fans on Facebook and **18.000 subscribers to their newsletter** mainly in the US. This first step strengthened the ambitions of their creators: "our first users come from over 35 different countries, which represents a pool of more than one million graphic designers. Going forward, we want to help them create the perfect font **by bringing Prototypo closer to their creation:** the first step is to provide the ability to instantly preview their font on any website." said Louis-Rémi Babé the lead developer and cofounder of Prototypo.
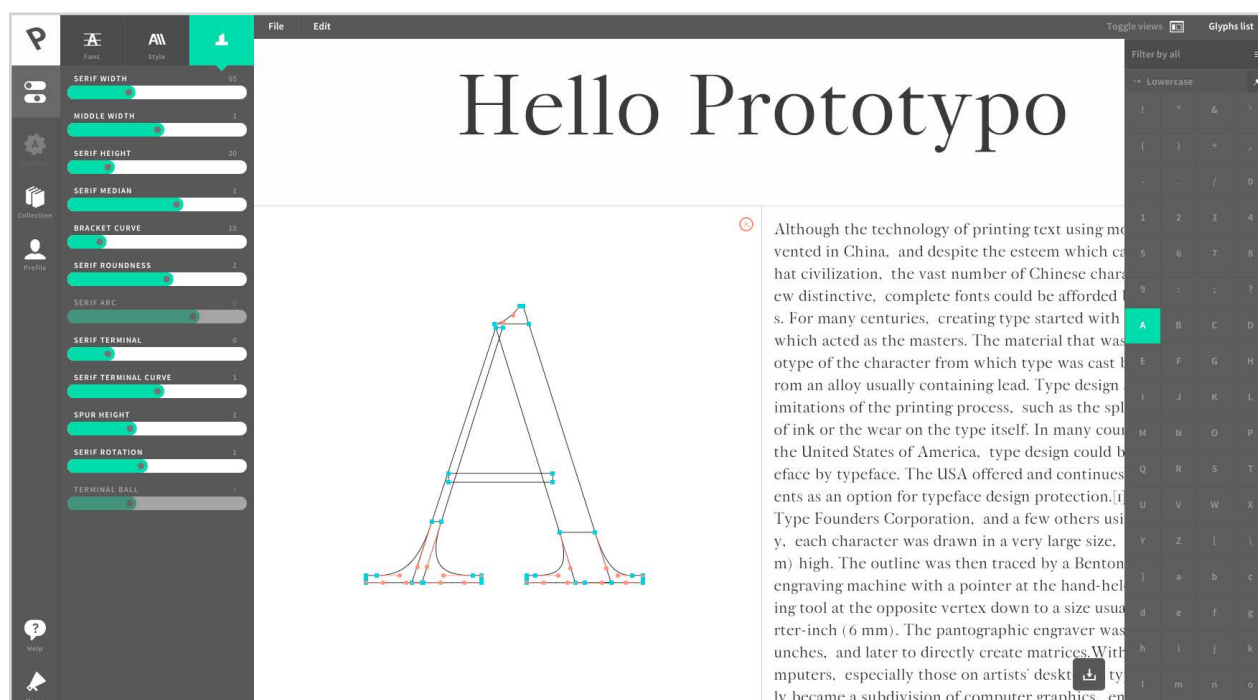
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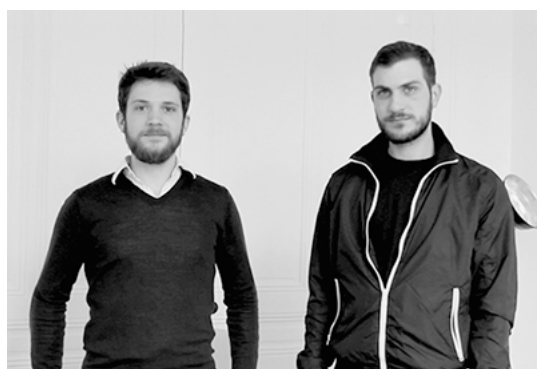antoine@prototypo.io
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Launching online!

After a year of R&D and private beta testing, Prototypo is now publicly available with **a launch price of $8 per month** and it comes with **2 parametrics typefaces** designed by our partner **Production Type!**

About the creators

Created in May 2013 by **Yannick Mathey** and **Louis-Rémi Babé** in Lyon, Prototypo is a startup which provides the first real time and easy font creation software. Their successful fundraising on kickstarter brought them three times the amount they expected (around 50.000€) and allowed them to establish and **grow a popularity development in the graphic and type designers' community** as well as typography enthusiasts' community.

More on our website:
www.prototypo.io/press and **give Prototypo a try with the personal key we gave you** in the email!

Enjoy,
The Prototypo team