www.prototypo.io
blog.prototypo.io

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Ⓚ http://goo.gl/zUsOiv

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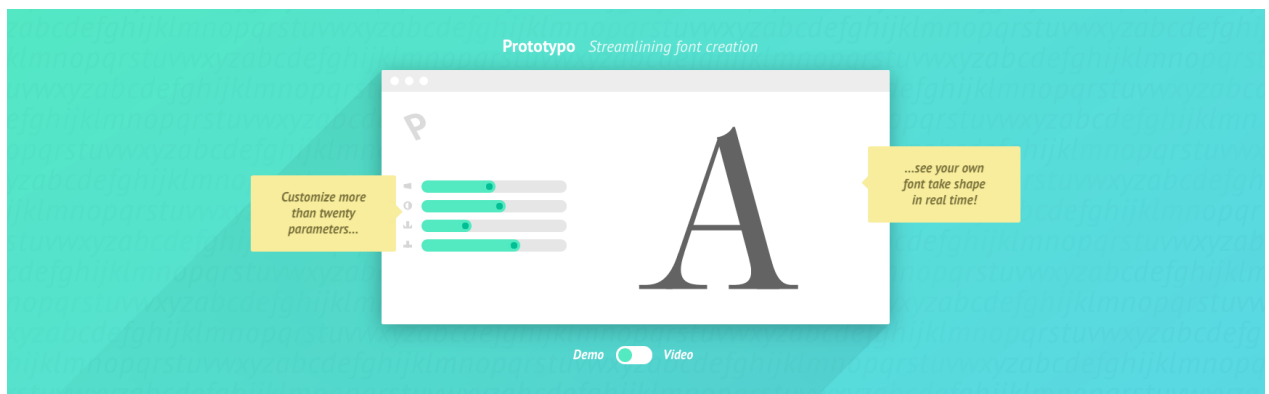# Prototypo | Create your own font in just a few clicks
Release presskit

— The first real times 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.
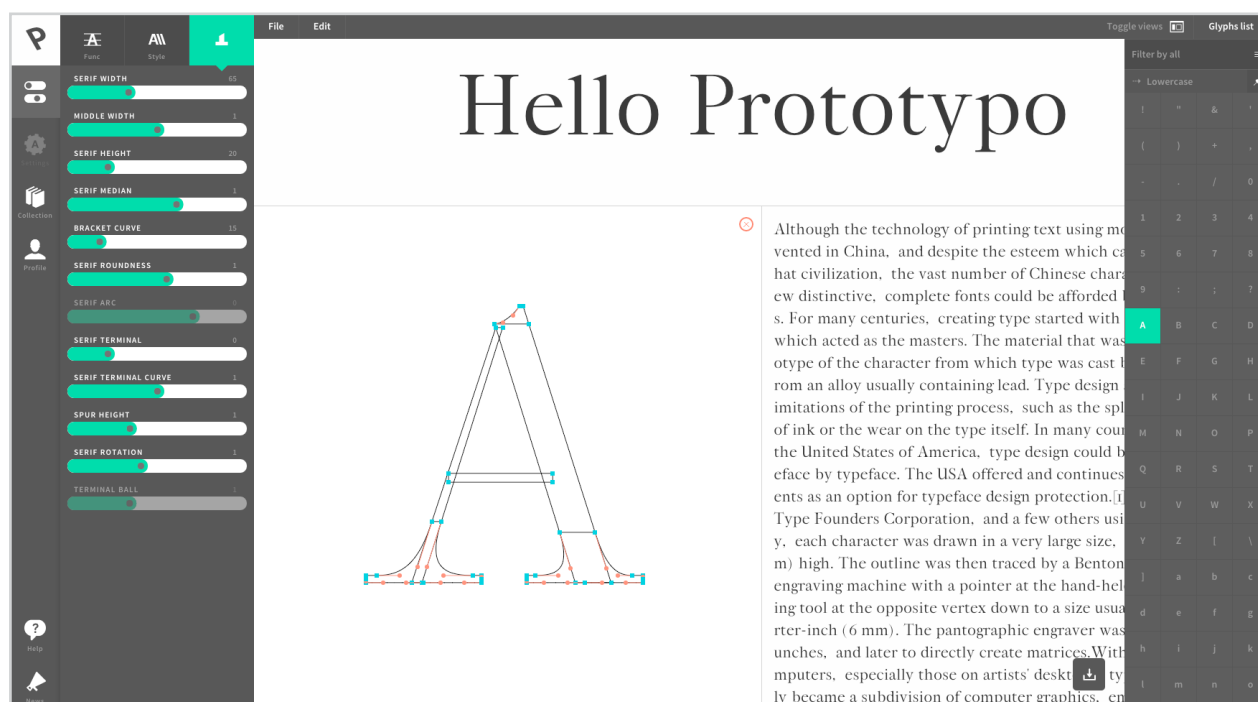
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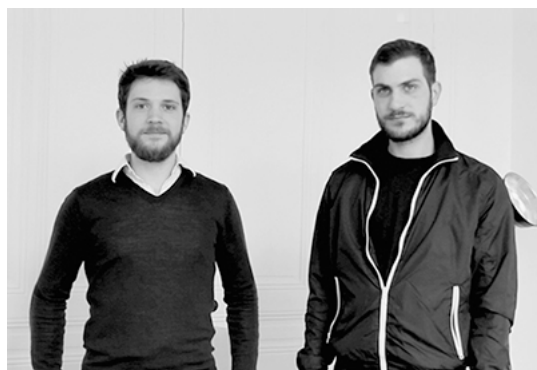antoine@prototypo.io
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Launching online!

After a year of R&D and private beta testing, Prototypo is now publicly available with **a launch price of $8 per month!**

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 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