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Prototipo | Create your own font in just a few clicks

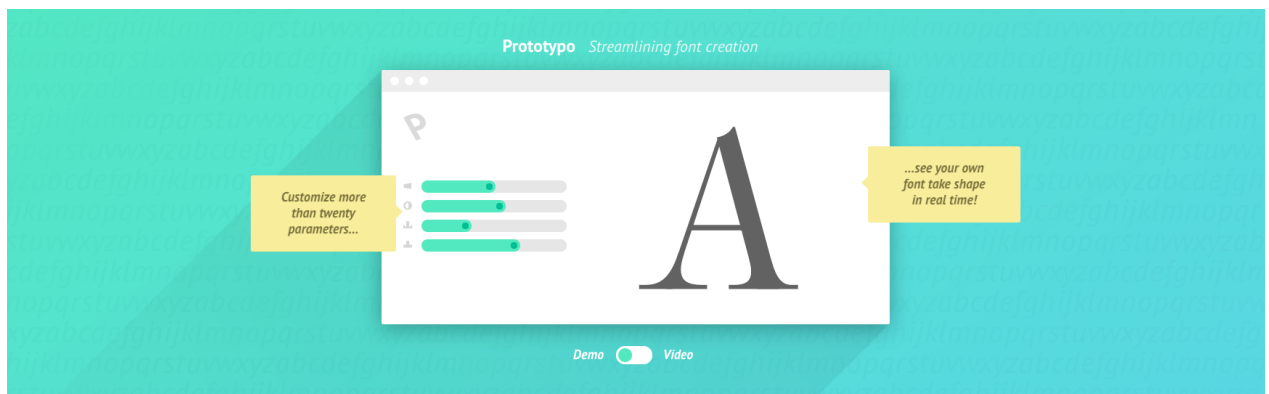
Release presskit

— The first real times font creation software with no drawing skills required

The web application Prototipo 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 Prototipo 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. **Prototipo 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.prototipo.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 Prototipo 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 Prototipo.



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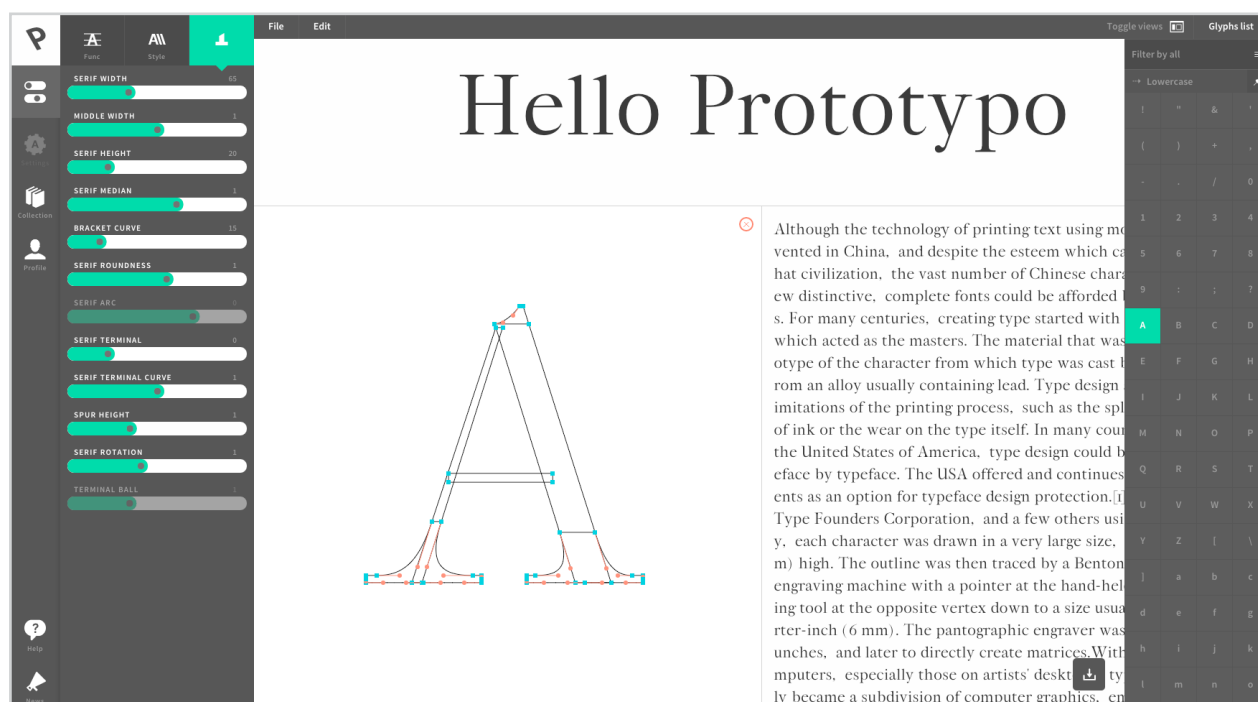
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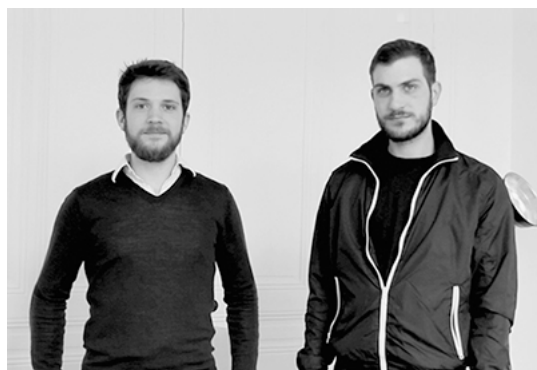
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— Launching online!

After a year of R&D and private beta testing, Prototipo 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, Prototipo 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.prototipo.io/press and **give Prototipo a try with the personal key we gave you in the email!**

Enjoy,

The Prototipo team