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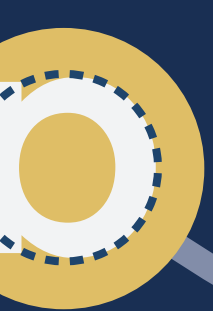FUTURA
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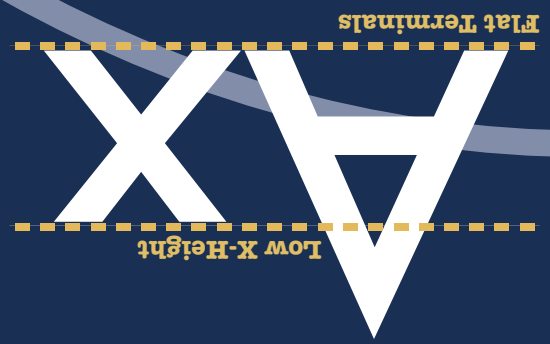
FUTURA

Paul Renner

1927

HISTORY

Futura was created by German type designer Paul Renner between 1924 and 1927, with additional designs completed by Edwin W. Shaar and Tommy Thompson. Inspired by Bauhaus, it is a sans serif font favoured geometric forms. Unlike a multitude of other sans serif fonts, Futura has a low x-height. Flexible in its approach, Futura is well suited for both display and body text. Renner's initial design experimented with several alternatives and old-style figures. After Futura's release, several other Futura-inspired sans serif typefaces arose such as Century Gothic and Kabel. Being a typeface of forwardness, Futura was honored to be the first typeface of the moon, chosen for a commemorative plaque left by the astronauts of Apollo 11 in 1969. Today, companies use Futura for logos and other forms of advertisement, such as Best buy, Domino's Pizza, Red Bull and Louis Vuitton. Back in the '90s, the usage of Futura Extra Bold Condensed was so heavy, that there was a movement called 'Art Directors Against Futura Extra Bold Condensed'. In Germany, Futura nearly became the typeface for Nazi propaganda instead of Fraktur. Most recent uses of the font include Interstellar and Gravity.
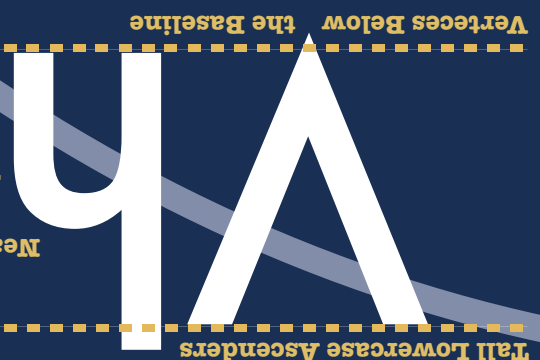
Futura Medium, 12pt.

Geometric

Flat Terminals

Low X-Height

AX

Vertices Below the Baseline

Near-even weight strokes

Tall Lowercase Ascenders

yh

Fractions
½ ¼ ¾

Numerals
0 1 2 3 4 5 6 7 8 9

Uppercase
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Lowercase
a b c d e f g h i j k l m n o p q r s t u v w x y z

Accents and Diacritics
Á Â Ä À Å Ã Ç É Ê Ë È Í Î Ï Ì Ñ Ó Ô Ö Ò Õ Š Ú Û Ü Ù Ý Ÿ Ž
á â ä à å ã ç é ê ë è í î ï ì ñ ó ô ö ò õ š ú û ü ù ý ÿ ž

Math Symbols
+ - × ÷ = ± ≠ ≈ ~ % ‰ ≤ < > ≥ ∞ ◊ ∂

Latin Characters
Æ æ Ð ð Ł ł Ø ø Œ œ ß Þ þ ı

Accents
` ´ ^ ~ ¯ ˘ · ¨ ˚ ˏ ˝ ˎ ˇ

Ligatures
fi fl

Marks of Reference and Other Symbols
* § † ‡ ¶ / / # @ & © ®
™ • ª º 1 2 3

Currency
£ $ ¥ ¢ ƒ ¤

Marks of Punctuation
. , : ; ! ¡ ? ¿ " ' · , „
" { [(- – —)] } « ‹
_ … › »

Futura Medium
Futura Condensed Medium
Futura Condensed ExtraBold
Futura Medium Italic
Futura Bold

ENGLISH
Futura is a clean and crisp font style, great for displays or text.
Futura Medium. 8pt

ESPAÑOL
España o el Reino de España es un país soberano, miembro de la Unión Europea, constituido en Estado social y democrático de derecho y cuya forma de gobierno es la monarquía parlamentaria. Su territorio está organizado en 17 comunidades autónomas y dos ciudades autónomas. Su capital es la villa de Madrid.
Futura Medium. 10pt

DEUTSCHE
Deutschland ist ein Bundesstaat in Mitteleuropa. Gemäß seiner Verfassung ist Deutschland eine föderal organisierte Republik, die aus den 16 deutschen Ländern gebildet wird. Die Bundesrepublik Deutschland ist ein freiheitlich-demokratischer und sozialer Rechtsstaat und stellt die jüngste Ausprägung des deutschen Nationalstaates dar. Bundeshauptstadt ist Berlin.
Futura Medium. 12pt

PORTUGUÊS
Portugal, oficialmente República Portuguesa, é um país soberano unitário localizado no Sudoeste da Europa, cujo território se situa na zona ocidental da Península Ibérica e em arquipélagos no Atlântico Norte. Portugal é a nação mais a ocidente do continente europeu. O nome do país provém da sua segunda maior cidade, Porto, cujo nome latino era Portus Cale.
Futura Medium. 11pt

Futura supports languages such as Spanish, English, Portuguese, Irish, German, French, Turkish, Italian, Polish, Kurdish, Romanian, Dutch, Hungarian, Serbian, Czech, Kazakh, Swedish, Danish, Belarusian, Croatian, Finnish, Slovak, Lithuanian, Latvian, Slovenian, Estonian, Basque, Icelandic, Latin and other scripts.
Futura Medium. 12pt

FRANÇAIS
La France a, en 2011, le cinquième plus important produit intérieur brut au monde. Son économie, de type capitaliste avec une intervention étatique assez forte, fait d'elle un des leaders mondiaux dans les secteurs de l'agroalimentaire, de l'aéronautique, de l'automobile, des produits de luxe, du tourisme et du nucléaire.
Futura Medium. 9pt