

**Geometric**

**Elegant**

**Minimalist**

**Legible**

**Versatile**

**Sleek**

**Modern**

**Timeless**

**FUTURA PT**



**SPECIMEN**

**Streamlined**

**Balanced**

**Geometric**

**Timeless**

**Legible**

**Simple**

**Versatile**

**soo fetch!!**

**Regina George:**

**ruler of the Plastics**

**Cady Heron:**

*new girl from South Africa*

**Gretchen Wieners:**

Regina's loyal sidekick

*Karen Smith:*

*the sweetest and dumbest of the Plastics*

**Janis Ian:**

**queen of sarcasm from Lebanon**

**Damian Leigh:**

**Janis's fabulous best friend**

*Aaron Samuels:*

*Cady and Regina's dreamy crush*

**Ms. Norbury:**

teacher caught in the chaos

Streamlined  
Balanced  
Geometric  
Timeless  
Legible  
Simple  
Versatile  
soo fetch!!



# Futura PT

**DESIGNERS:** Isabella Chaeva, Paul Renner, Vladimir Andrich,  
& Vladimir Yefimwov

**FOUNDRY:** Paratype

**SPECIMEN DESIGNER:** Dara Pershing

2007

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**“THE TRULY  
MODERN IS  
WHAT WE  
HOLD TODAY  
TO BE  
TIMELESSLY  
PERFECT”**

*PAUL RENNER*

## **History**

Futura PT is a modern adaptation of the iconic Futura typeface, celebrated for its geometric precision, clean lines, and timeless appeal. Designed in 1927 by German typographer Paul Renner and released by the Bauer Type Foundry in Germany, Futura embodies the Bauhaus principles of functionality, simplicity, and the idea that form follows function. Its geometric shapes like perfect circles, triangles, and straight line reflect a modernist aesthetic rooted in rationality and order.

Developed by the Russian foundry Paratype in 1989, Futura PT preserves Futura’s geometric essence while extending its versatility for modern design needs. Paratype expanded its functionality to support Cyrillic scripts, making it globally accessible. This digital adaptation also introduces additional weights and styles, ensuring its continued relevance for modern typographic applications.

# Paul Renner

Paul Renner, a German graphic artist and typographer, designed the iconic Futura typeface in 1927. Influenced by modernist ideals and the Bauhaus movement, Renner sought to reject traditional calligraphic influences and instead embraced geometric shapes like circles, squares, and triangles. His typeface reflected the cultural and technological optimism of the 1920s, prioritizing functionality and simplicity.

Futura's clean, geometric design was a radical departure from the ornate fonts of its time, embodying the modernist ethos of "less is more." While some traditionalists criticized its starkness, it resonated with those seeking a fresh, contemporary aesthetic. Renner also contributed to typography as a theorist and educator, authoring *Typographie als Kunst* (Typography as Art) in 1930, which explored the relationship between type and modern art.

Despite political challenges during the Nazi regime, Renner's legacy endured. Futura became one of the most influential typefaces of the 20th century, and his visionary approach to typography continues to shape modern design practices.

Aa Bb Cc Dd

Ee Ff Gg Hh

Ii Jj Kk Ll Mm

Nn Oo Pp Qq

Rr Ss Tt Uu Vv

Ww Xx Yy Zz

# Weights & Styles

A Cautionary Tale

*Futura PT Light Pt. 24*

*It Roars*

*Futura PT Light Oblique Pt. 24*

Where Do You Belong

*Futura PT Book Pt. 24*

*Meet the Plastics*

*Futura PT Book Oblique Pt. 24*

Stupid with Love

*Futura PT Medium Pt 24*

Apex Predator

*Futura PT Medium Oblique Pt. 24*

What's Wrong with Me?

*Futura PT Demi Pt. 24*

**Sexy**

*Futura PT Demi Pt. 24*

**Someone Gets Hurt**

*Futura PT Demi Oblique Pt. 24*

**Revenge Party**

*Futura PT Heavy Pt. 24*

**Fearless**

*Futura PT Heavy Oblique Pt. 24*

**More Is Better**

*Futura PT Bold Pt. 24*

**World Burn**

*Futura PT Bold Oblique Pt. 24*

**I'd Rather Be Me**

*Futura PT Extra Bold Pt. 24*

**I See Stars**

*Futura PT Extra Bold Oblique Pt. 24*

123457890

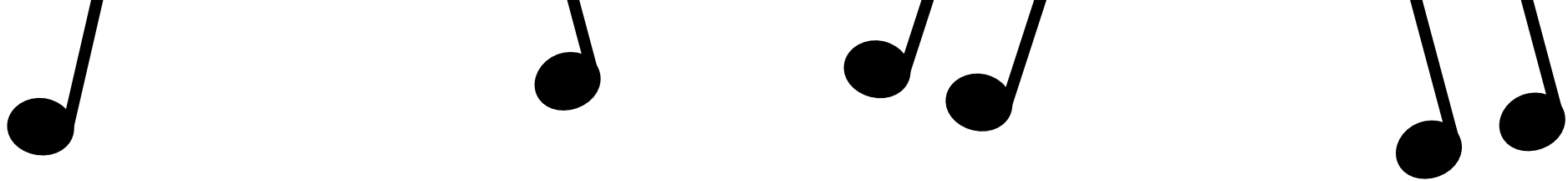
{[(@!~#~\$\\

“Smart with math but  
stupid with love”

%^&\* / ~ ' "

123457890





off-centered  
cross stroke

perfect circle



That's the jingle bell rock!

one-story



straight descender



low arm height

*The typeface  
that hits  
harder than  
Regina's bus!*

## Copyright & Licensing:

**Paratype License:** Covers personal, commercial, and extended use. Contact Paratype for specifics about embedding (e.g., in apps or ebooks).

**Copyright Year:** Varies by version; Futura PT's adaptations were published in the 20th century, and Paratype's updates are protected under modern copyright laws.

## Trusted Sources:

**Paratype Website:** [www.paratype.com](http://www.paratype.com)

**Adobe Fonts:** Included with an Adobe Creative Cloud subscription.

**Cost:** Prices typically range from \$35 to \$250 depending on the weights and styles purchased. A full family bundle costs more but offers substantial savings.

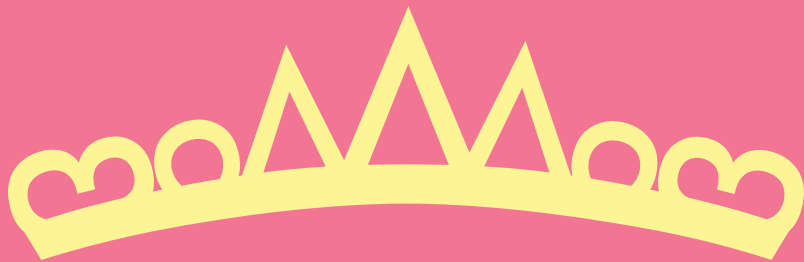


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Course: Typographic Design  
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Syracuse University

Cups of Coffee Consumed: 12  
Hours of Sleep Lost: 6  
Background Music: "Mean Girls" soundtrack



Plastic

## Production Details:

Operating System: macOS Sonoma 14.4.1  
Software: Adobe InDesign 2025  
Publishing Suite: Final export via Adobe PDF

ON WEDNESDAYS, WE WEAR PINK.

***YOU CAN'T SIT WITH US!***

**THE LIMIT DOES NOT EXIST**

THAT'S WHY HER HAIR IS SO BIG. IT'S FULL OF SECRETS.

**IS BUTTER A CARB?**

YOU'RE, LIKE, REALLY PRETTY.

YOUR HAIR LOOKS SEXY PULLED BACK.

**WHAT'S WRONG WITH ME?**

STOP TRYING TO MAKE FETCH HAPPEN.

***SHE DOESN'T EVEN GO HERE!***

**DON'T BE FOOLED BY THE PINK.**

**I'D RATHER BE ME THAN BE WITH YOU.**

