

BY ERIC ANDERSON

Roboto

A TYPEFACE FOR ALL

ROBOTO

ABOUT ROBOTO

Roboto is a neo-grotesque sans-serif font released in 2011 by Christian Robertson.

It is a geometric font with a "friendly" perception – featuring open curves and natural widths.

Roboto is best used as a headline font, and pairs best (in my opinion) with Open Sans, Lato, and Montserrat.



Roboto: Who, How, and Real World Examples of Usage



TECH INDUSTRY & TECH FORWARD COMPANIES

Android (Introduced in 4.0 "Ice Cream Sandwich")

Google Services (YouTube, Maps, Plus, etc.)

Dell website

European versions of Nintendo Switch

MTA SUBWAY

Clocks on B-Division lines (lettered lines)

WHY ROBOTO?



CLEAN & SIMPLE

Mechanical
skeleton & forms
are largely
geometric

LEDGIBLE

Some grotesks
distort letterforms
to force rigid
rhythm

Roboto uses
natural widths for
better readability

VERSATILE

Can be used in a
variety of cases
(web, clothing,
print, etc.)

A great, free
alternative to
Helvetica

Font Designers



**CHRISTIAN
ROBERTSON**

Roboto
(Creator)



ODED EZER

Heebo (Hebrew
Character
Creator)



MEIR SADAN

Heebo (Digital
File Master/
Project Leader)

Home



SIMPLE DESIGN AND MODULAR COMPONENTS

- Navigation
 - Header
 - Features 6 word memoir (which also utilizes Kerning)
 - **Kerning** – adjusting spacing between each letter (different from tracking)
 - Text Section
 - Font Family Showcase

[Home](#) [About](#) [Links](#)

IMPULSE AND DESIRE IGNITES THE FIRE

About

Roboto is a neo-grotesque sans-serif font that was released in 2011 by Christian Robertson. Many people may be familiar with this font as it has been the primary font used across all versions of Android OS. It was first seen on Android 4.0 "Ice Cream Sandwich" and has become an extremely popular font that has come to be known as a free alternative to the ever-popular paid font Helvetica. The font was released through Christian Robertson's foundry, Betatype, and has been released under the Apache license. It is worth noting that in 2014, Roboto was redesigned for Android 5.0 "Lollipop".

Some of the noteworthy characteristics about Roboto are that it's a geometric font with a "friendly" perception, featuring open curves and natural widths. It works best on screens, especially in larger sizes as a headline font – however – the font is very versatile and has the ability to work well as a small-sized typeface as well. The Roboto font family includes 5 different iterations in total, and is available in a myriad of different weights. Related font families are as follows: Roboto, Roboto Slab, Roboto Condensed, Roboto Mono, and Heebo (a hebrew version of the font, drawn by Oded Ezer and mastered by Meir Sadan).

Some places you may find the Roboto font being used would be within the tech industry, through a variety of Google products such as Android, YouTube, Google Maps, Google Plus (no longer in existence), other Google services, and it has also been featured on the Dell website in past iterations of their site. Some examples of fonts that the font pairs great with would be Open Sans, Lato (used on this website for body text), and Montserrat.

Roboto

R	R	R	R	R	R	R	R	R	R	R	R	R
Thin	Thin Italic	Light	Light Italic	Regular	Regular Italic	Medium	Medium Italic	Bold	Bold Italic	Black	Black Italic	

Roboto Condensed

R	R	R	R	R	R
Light	Light Italic	Regular	Regular Italic	Bold	Bold Italic

Roboto Mono

R	R	R	R	R	R	R	R	R	R
Thin	Thin Italic	Light	Light Italic	Regular	Regular Italic	Medium	Medium Italic	Bold	Bold Italic

Roboto Slab

R	R	R	R
Thin	Light	Regular	Bold

Heebo

ת	ת	ת	ת	ת	ת	ת
Thin	Light	Regular	Medium	Bold	Extra Bold	Black

Home (With About Navigation Expanded)



K.I.S.S. – KEEP IT SIMPLE STUPID

- Three navigation buttons
- About the designers
- About the different versions of the font

The screenshot shows a website page with a dark background featuring large, stylized text in red, grey, white, and yellow. At the top, there is a navigation bar with three buttons: 'Home', 'About', and 'Links'. The 'About' button is currently active, causing a vertical dropdown menu to appear. This menu lists several font names: Roboto, Roboto Condensed, Roboto Mono, Roboto Slab, and Heebo. The text on the page includes the words 'IM', 'AND', 'DESIRE', 'IGNITES', 'THE', and 'FIRE'.

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Home (With Links Navigation Expanded)



*FOCUS, BUT STILL PROVIDE
INFORMATION*

- Outward links to project authors' websites, foundries, and project GitHub pages
- Allows focus to stay on showcasing the fonts while still offering more information if interested

The screenshot shows a website layout. At the top, there is a navigation bar with three items: 'Home', 'About', and 'Links'. The 'Links' item is currently active, as indicated by a white background and a black border. A dropdown menu is open next to it, listing various font foundries: Christian Robertson, Betatype, Roboto Github, Oded Ezer, HebrewTypography, Meir Sadan, Hypertales, and Heebo Github. The main content area features large, stylized text in various fonts. The word 'IMPULSE' is in red, 'AND DETERRE' is in dark grey and red, 'IGNITES' is in white, 'THE' is in dark grey with three dots below it, and 'FIRE' is in yellow.

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About (The Designers)



GIVING A FACE TO ROBOTO

- "Containers" with information on each contributor and their respective project
- Photos to enhance biographies

[Home](#) [About](#) [Links](#)

Christian Robertson

Christian Robertson is the initial creator for the popular Google font, Roboto. He has his own font foundry called Betatype, which can be visited by clicking [here](#). Christian is currently a designer at Google, specializing in interface design, which alludes to how Roboto came to become the official font of Android OS. Unfortunately, he has not been active online as far as maintaining Betatype and social profiles, so more information regarding his history is unavailable at the moment.



Oded Ezer

Oded Ezer is the designer of the Heebo extension of the Roboto font family. Heebo is an extension of the Roboto family of fonts that includes Hebrew characters, as the original version and its other iterations do not have Hebrew characters as part of their character lists. Some notable accomplishments include the creation of his own foundry, [HebrewType](#), in 2004 and the founding of his own studio, Oded Ezer Typography.



Oded has also produced work for projects, as well as a variety of posters and graphic works that have been showcased worldwide. Places they have been displayed include the New York Museum of Modern Art (MoMA, NYC), Israel Museum of Art (Jerusalem), Victoria and Albert Museum (V&A, London), Museum für Gestaltung (Zürich), and the Design Museum Holon (Tel Aviv).

Meir Sadan

The third contributor to the Roboto project (and Heebo more specifically) is Meir Sadan, another typographic artist. Without the contributions of Meir Sadan, a Hebrew iteration of the Roboto typeface would very likely not exist because he was responsible for mastering the font files and sharing them with the world.



As far as his professional career, Meir is a founding partner of [HyperTales](#), a company whose "only focus is to tell great stories". They are a company that specializes in the merging of 'real-time' rendering with real world objects – physical and virtual – through usage of hardware and software.

Meir Sadan is also a professor at the Bezalel Academy of Art and Design in Jerusalem, Israel. Additionally, he also teaches at the Minshar School of Art in Tel-Aviv, Israel. His specialties are in type design, typography, interactive digital design, and web development.

About (*Roboto*)



THE ORIGINAL

- Neo-grotesque sans-serif font
 - Released in 2011
 - Created by Christian Robertson
 - 12 different weights
 - First seen in Android OS 4.0 "Ice Cream Sandwich"
 - Redesigned for Android OS 5.0 "Lollipop" (2014)

About (Roboto Condensed)



SLEEK AND SLIM

- Second iteration of Roboto typeface
 - Shares many of the characteristics of Roboto with slimmer, narrower form factor
 - 6 different weights

The image shows a dark, textured background, possibly leather or cloth, with a prominent grain pattern. In the center, there is a yellow rectangular border. Inside this border, the word "EXPENSIVE" is written in a bold, sans-serif font. The letters are a bright yellow color that stands out against the dark background.

About (*Roboto Mono*)



SERIF, YOU SAY?

- Optimized for readability through use of serifs
 - Texture and weight improvements
 - Curved capital letters from Roboto Condensed ('C' and 'O' offer straighter sides)
 - Exaggerations to differentiate parentheses/punctuation characters
 - 10 different weights

The slide features a dark background with a monospaced font example in the center. The code snippet is as follows:

```
roboto_mono {  
    is the: future  
    of: typography  
}
```

Below the code, the title "Roboto Mono" is displayed in a large, bold, black font. A detailed description of the font follows:

Roboto Mono is a monospaced addition to the Roboto font family from Christian Robertson. This version of the Roboto font family is optimized for readability across a wide range of different devices and reading environments. Characteristics I have added include capital letters, also take on elements from Roboto Condensed to help with readability (such as the characters 'C' and 'O' which provide straighter sides versus the original iteration of Roboto.)

Additionally, there are exaggerations to help with differentiation when it comes to different bracket and parentheses punctuation characters [], { }, and []. Scale and weight among different symbols commonly used as characters have also been optimized within this iteration of the Roboto font family. Roboto Mono is a robust font family that offers 10 different weights and are all free, courtesy of their licensing through their licensing. To learn more about Roboto Mono — or the Roboto font family in general; feel free to visit the GitHub link [here](#).

At the bottom, there is a comparison section showing various styles of the letter 'R' side-by-side, labeled with their names: Thin, Thin Italic, Light, Light Italic, Regular, Regular Italic, Medium, Medium Italic, Bold, and Bold Italic.

About (*Roboto Slab*)



YOU WANT MORE?

- Utilizes serifs from Roboto Mono with additional serifs on certain letters ('A' is a great example)
 - Variable font weight axis (as of November 2019)
 - 4 different weights

The image features a large, bold sans-serif font, "Roboto Slab", centered on the page. The letters are split into two colors: dark grey for the left side and light blue for the right side. The background is also split vertically: the left half is teal, and the right half is dark grey. Below the main title, the word "Roboto Slab" is written in a smaller, dark grey sans-serif font.

Roboto Slab

R R R R
Thin Light Regular Bold

Character:

ABCĆĆDĐFGHIJKLMNOPQRSŠT
UVWXYZŽabcćđdefghijklmnopqr
sštuvwxyzžABВГГДЂЕЁЄЖЗSИЇ
ЙJKЛЉMНЊOПRСTЋUЎФХЦЧЦ
ШЩЂYІBЎЯabвгг'đјeёєжззиїj
клљmнњoпrстћuЎФХЦЧЦшщъy
ъeюяABГДЕZHІKLMNΞOПRSTУ
ФХΨΩaβγδεζηθικλμνξoپrтυφxψ
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âêôoú1234567890?"!"(%)[#]{@}/&\<-
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About (Heebo)



HEBREW? NO, HEEBO!

- Based upon original Roboto typeface
 - Different vertical metrics
 - Auto-hinted font (Roboto is hand-hinted and may be better rendered on older machines)
 - 7 different weights

Hello, Roboto



Any Questions?

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THIN

BLACK SMALL CAPS

ITALIC

BOLD

BOLD CONDENSED

MEDIUM

LIGHT

BOLD ITALIC

REGULAR

Roboto **SUNGASSES**

Self-driving robot ice cream truck

Fudgesicles only 25¢

ICE CREAM

Marshmallows & almonds

#9876543210

Music around the block

Summer heat rising up from the sidewalk