

DESIGNED BY PAUL RENNER

Futura was designed by German typeface designer Paul Renner for the Bauer Type Foundry in 1927. He wanted to design a typeface that was universal and industrial. Futura is derived entirely from geometric forms such as near-perfect circles, triangles, and squares, with near-even strokes weight and contrast. It has distinctively tall lowercase letters that are even taller than its capitals. It is clean, standardized, and supremely legible. Today, Futura is used in ads and logos for Nike, Volkswagen, IKEA, Domino's Pizza, Absolut Vodka, and Party City, Calvin Klein, Louis Vuitton, and Dolce & Gabbana.

In 1969, astronauts from Apollo 11 walked on the moon. They left behind a commemorative plaque, using Futura for the type.

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