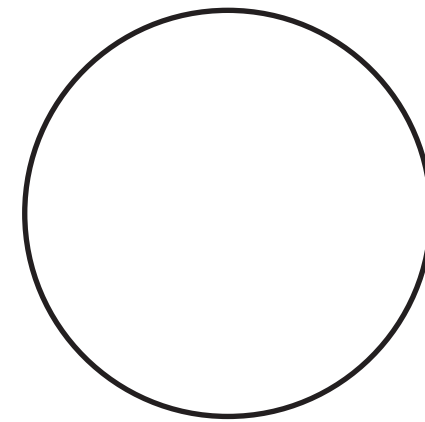


Futura

the first typeface on the moon

A type specimen book by *Mia Torres*

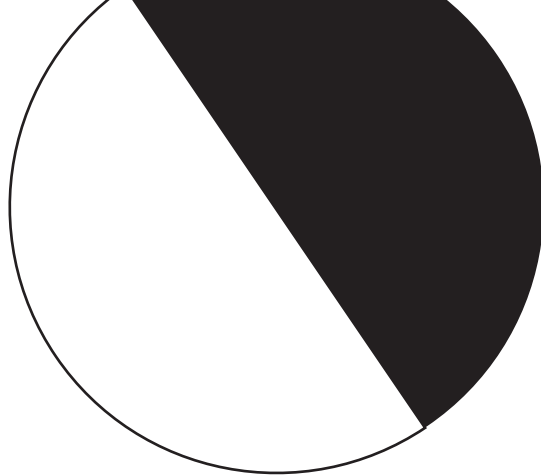
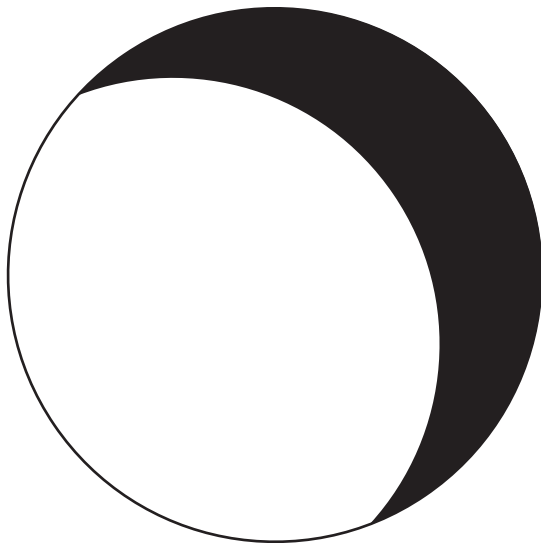
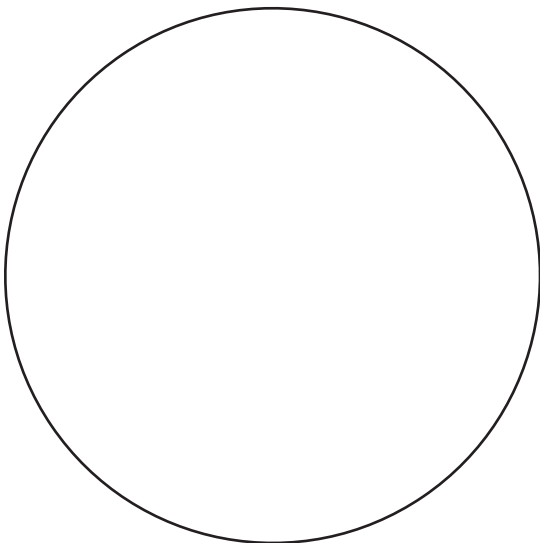
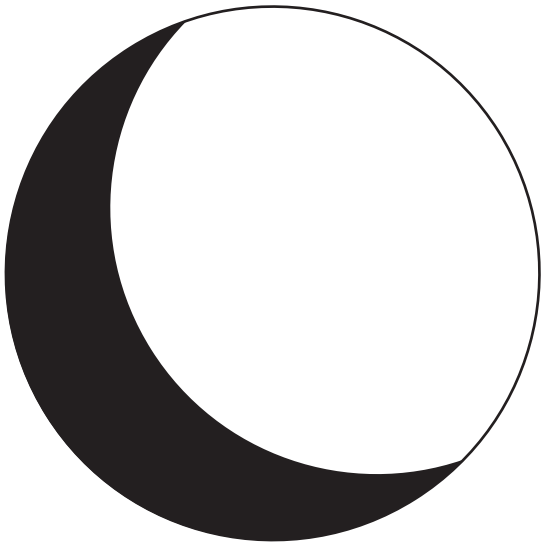
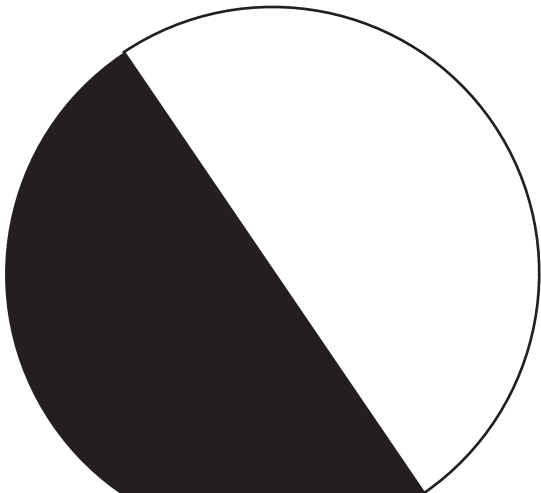


Futura

the first typeface on the moon

What's inside*

- 04 a brief history
- 06 character set
- 08 moon phases
- 09 moon specs
- 10 an iconic conversation
- 12 colophon



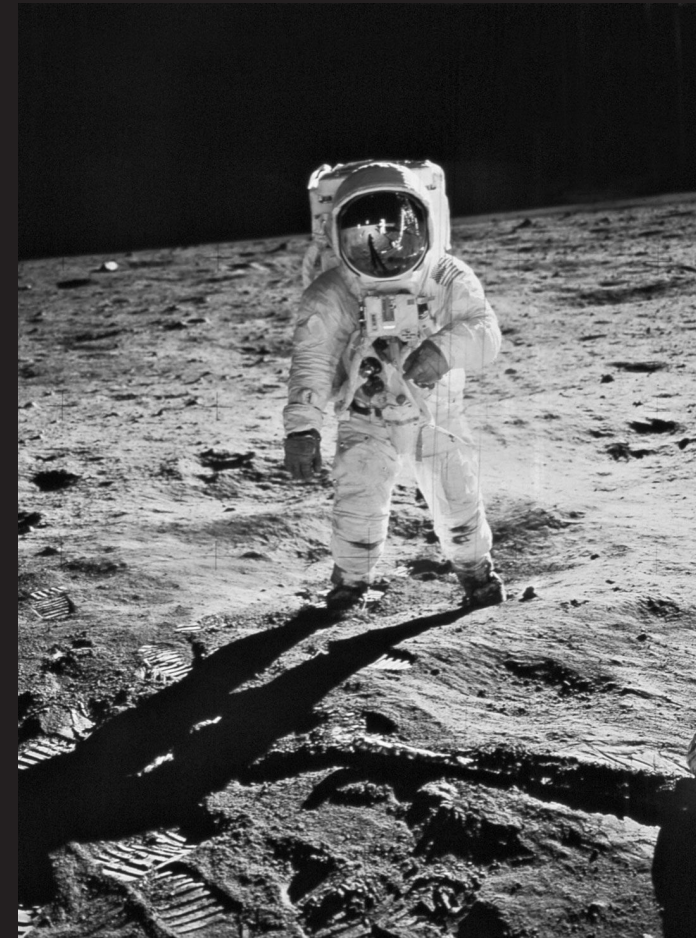
*Contrary to popular belief, what's inside the Moon is *not* cheese. Rather, deep inside of its interior, the Moon has a solid iron core which is surrounded by a softer, molten liquid iron outer core.

A brief history



paul renner

Futura was designed by Paul Renner in 1927 and was created as a contribution to the New Frankfurt project. The design is based on the simple geometries that became representative of the Bauhaus style. Renner was not part of Bauhaus but he shared their beliefs regarding fonts as expressions of modernity.



moon landing

On July 20, 1969, Apollo 11 landed on the moon. With this spaceflight, astronauts Neil Armstrong and Buzz Aldrin became the first humans to walk the lunar surface, and Futura became the first typeface to sit upon it — the plaque the crew left commemorating their achievement is set in the geometric sans serif.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
qrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
qrstuvwxyz

1234567890

!@#\$%^&*()
/_+=~><\

sharp
points

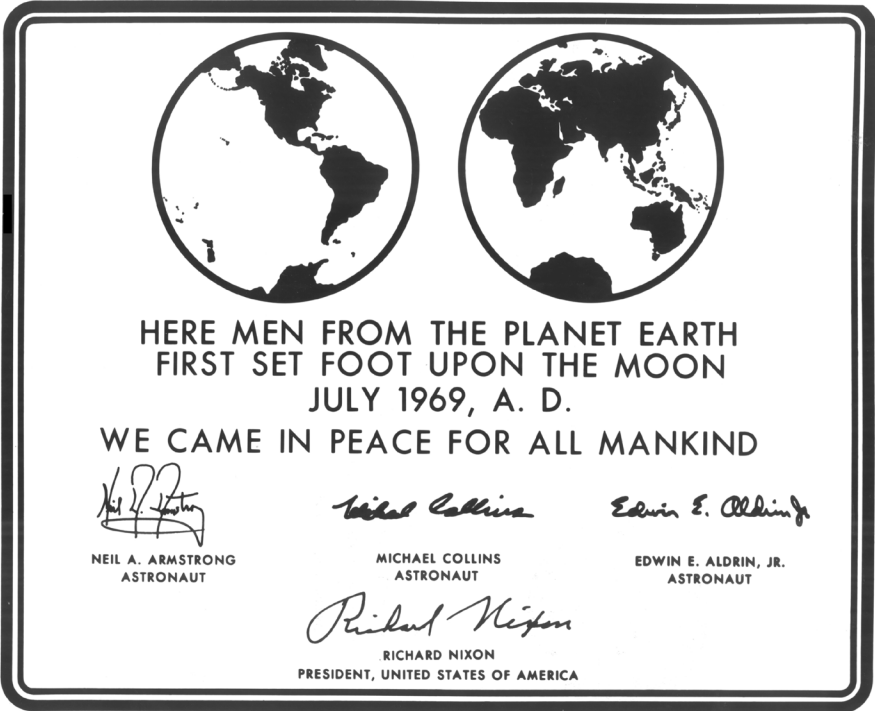
Many of the apexes come to a severe point, similar to the sharp angles of a triangle

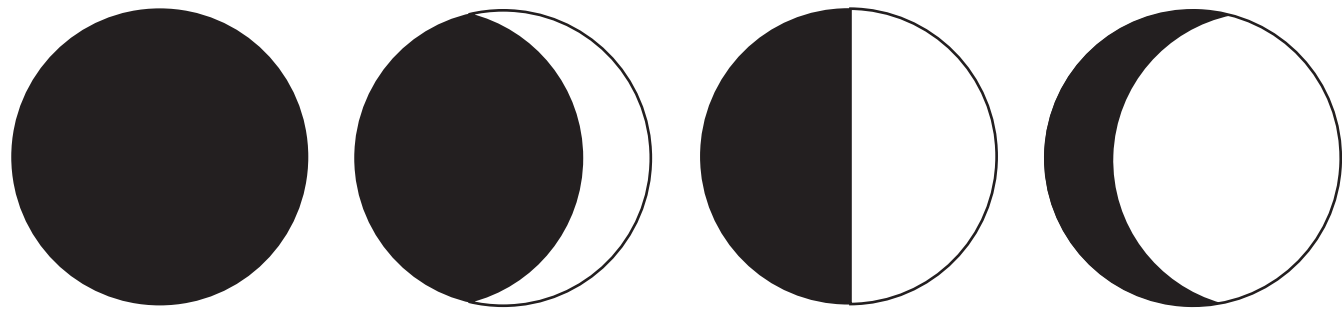
squared off

Stems are either rectangles or straight lines, like in the letter "E," which ties back into the typeface's focus on geometry

rounded to
perfection

Futura's "O" is a perfect circle, making it distinct from the "O" in most other typefaces





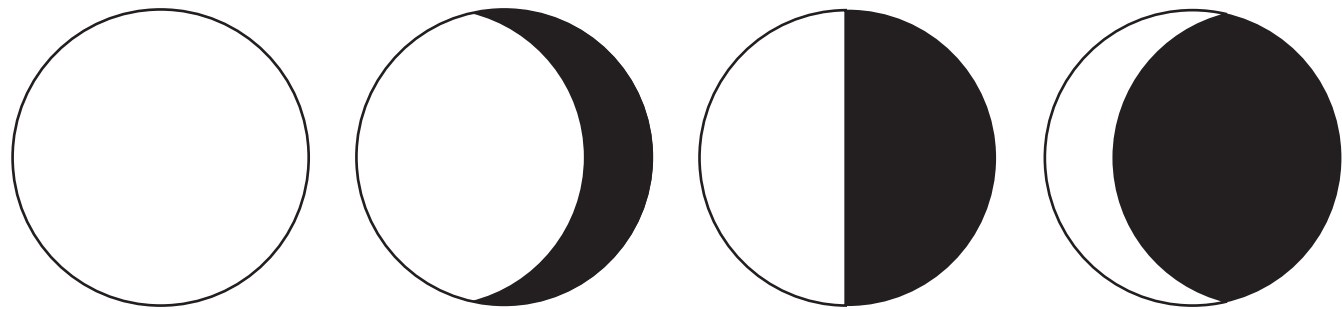
new
moon

waxing
crescent

first
quarter

waxing
gibbous

"When the Moon is on the right, getting bigger every night."



full
moon

waning
crescent

last
quarter

waning
gibbous

"When the Moon is waning, on the left it's fading."

Moon phases

The phases of the Moon are the shapes of the directly sunlit portions of the Moon as viewed from Earth. Lunar phases gradually and cyclically change over the period of about 29.53 days, as the orbital positions of the Moon around Earth and of Earth around the Sun shift.

Moon specs

The Moon is Earth's only permanent natural satellite. It is thought to have formed 4.51 billion years ago, not long after Earth. The most widely accepted explanation is that the Moon formed from the debris left over after a giant impact between Earth and a Mars-sized body called Theia.

238,857

miles from earth

29.5

day orbital period

2,160

miles in diameter

708

hours in day

3

days of apollo 11 travel

27%

of earth's gravity

*type talk

The **1** has a flat top on flag, to distinguish it from the lowercase L, or "l."
The terminal of the one is the only one that isn't flat like the other numerals.

The **3** is made with two connected semi-circles.

The **4** is made of three strokes and is an uppercase design because the vertical stroke begins at the cap height and ends at the baseline. The second stroke is a diagonal that connects with the vertical, and the third stroke is a horizontal, positioned at about one-fourth of the overall cap height.

The vertical of the **5** is a diagonal, and it is connected to a horizontal line.
The shape of the bowl is fuller than the top portion of the character.

The **6**, unlike in other typefaces, has a straight line which is the stroke ascending from the bowl.

The bottom bowl of the **8** is slightly larger than the top one.

The **9** is a **6** flipped upside down, and vice versa.

An iconic conversation

"Houston, we have a problem" is a popular but misquoted phrase from the radio communications between the Apollo 13 astronaut John Swigert and the NASA Mission Control Center ("Houston") during a trip to the moon, as the astronauts reported their discovery of an explosion on their spacecraft. To the right, the actual dialogue between **Swigert**, *Lousma*, and **Lovell** can be seen in varying styles of Futura.

*Okay, Houston,
we've had
a problem here.*

*This is Houston.
Say again, please.*

**Uh, Houston,
we've had
a problem.**

**We've had
a Main B Bus
undervolt.**

*Roger,
Main B undervolt.*

*Okay, stand by, 13,
we're looking at it.*

Colophon

The theme of this type specimen book was inspired by Futura's historical relationship with the moon —its achievement as the first and only typeface on the lunar surface.

Design inspiration came from clean, scientific graphics and guides and also drew a bit from the Bauhaus philosophy of form following function.

The typeface throughout the book is Futura, used in various weights and styles.

The cover and endsheets are printed on French Smart White 80# paper, and the inside pages are printed on French Smart White 70# paper.

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