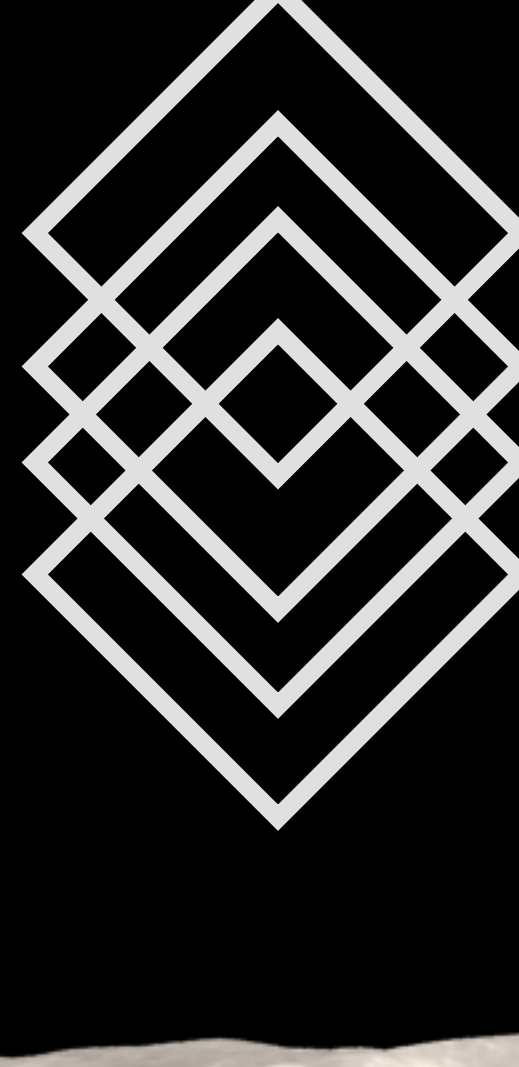


futura



The Geometric Type

futura

Designed by Paul Renner

Site design by: Rory Dwyer

Graphic Design 220 | Spring 2017

Rouge Community College

info of designer



AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
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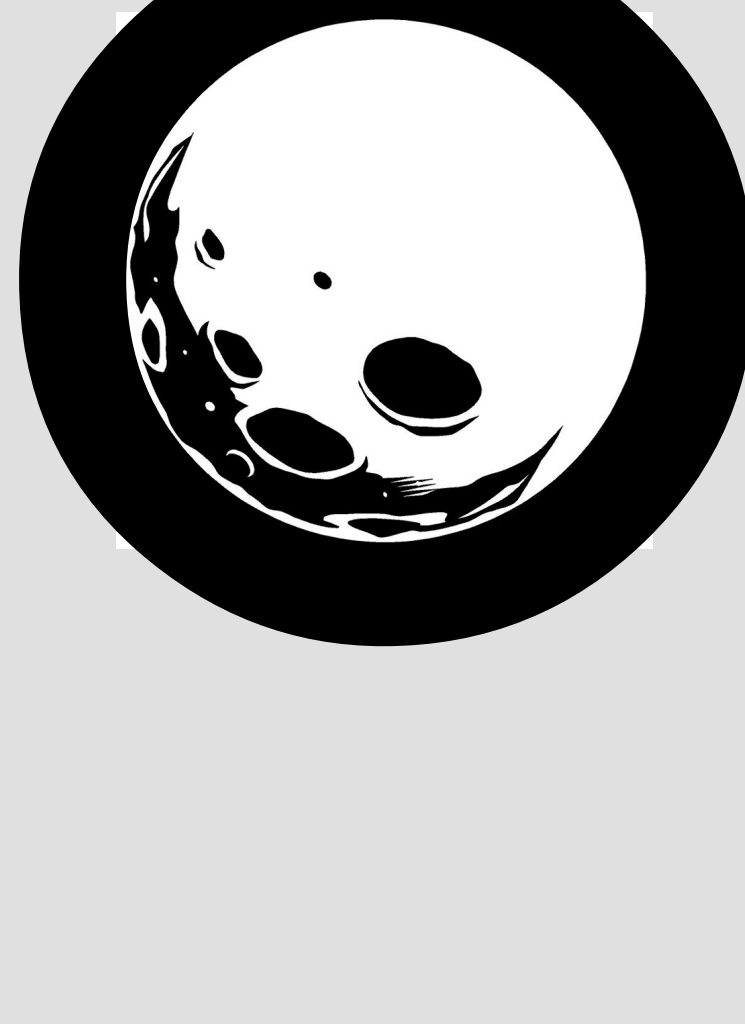
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Weight  
Bold  
Condensed  
Book

From the moon to the big screen

Futura had the honor of being the first typeface on the moon, chosen for a commemorative plaque left by the astronauts of Apollo 11 in 1969.



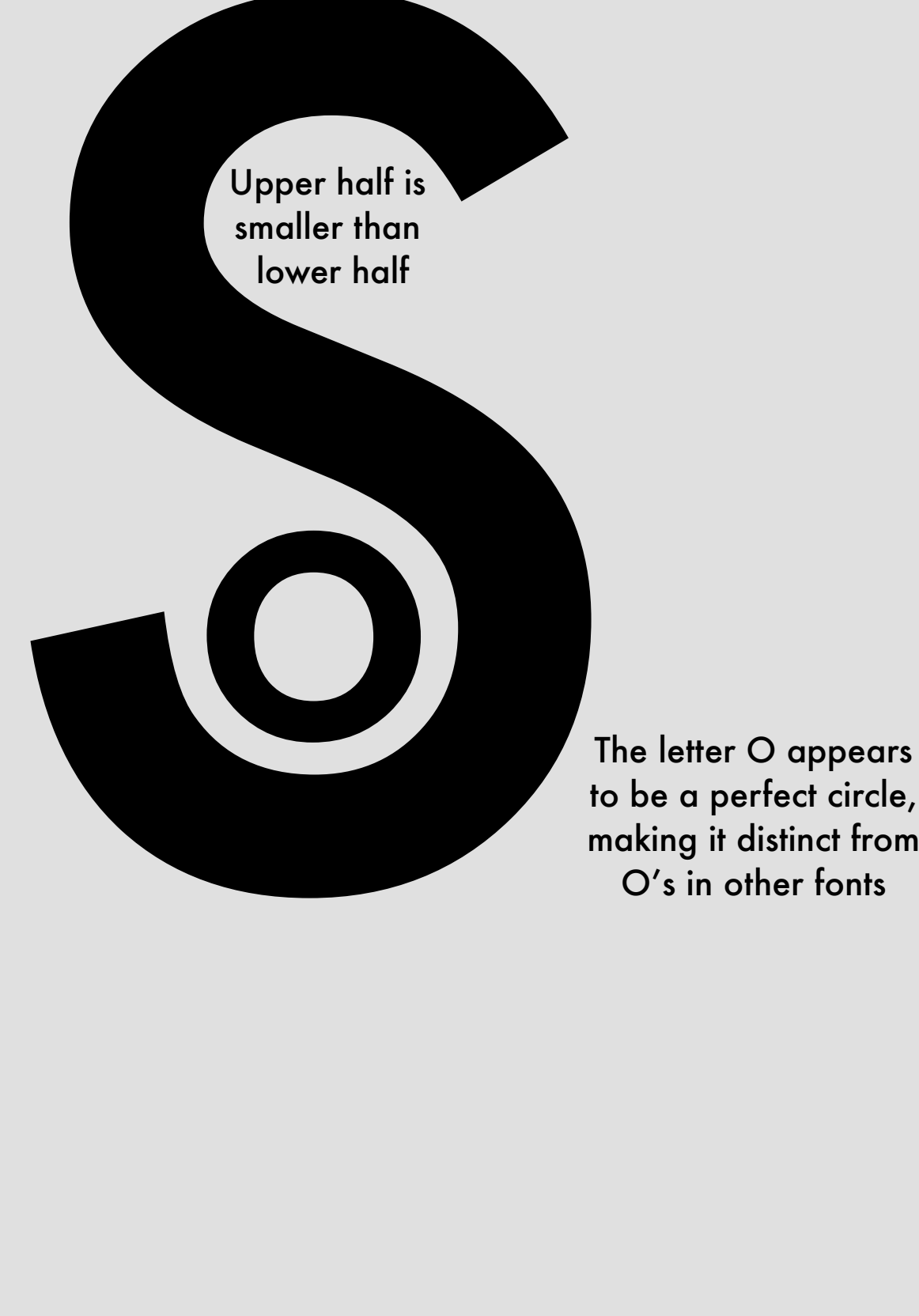
While designing Futura, Renner avoided creating any non-essential elements, making use of basic geometric proportions with no serifs or frills. Futura's crisp, clean forms reflect the appearance of efficiency and forwardness even today.



Futura Medium Italics.  
The Q tail is a straight line with diagonal shearing

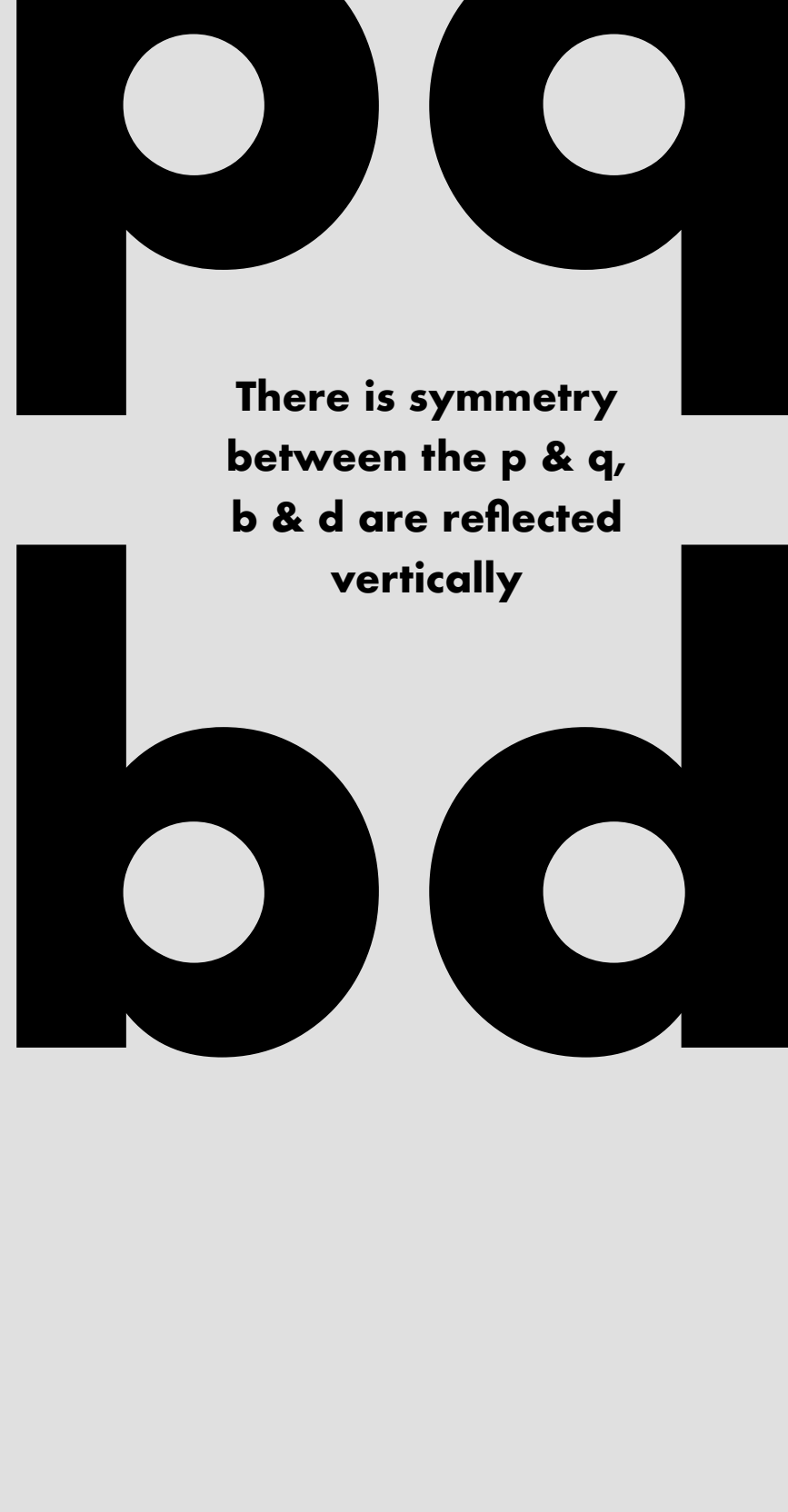


Futura Medium.  
There is a sharp apex on the ends.  
Shapes based of triangles



Upper half is smaller than lower half

The letter O appears to be a perfect circle, making it distinct from O's in other fonts



There is symmetry between the p & q, b & d are reflected vertically

People using futura

