

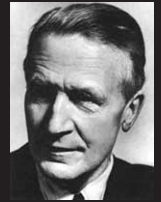
1 *The Geometric And Spatially Aware Typeface*

FUTURA

"The release date of the future typeface was in the year 1927, although the first drawings of the typeface were done in 1924"

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnop

The Geometric And Spatially Aware Typeface ■



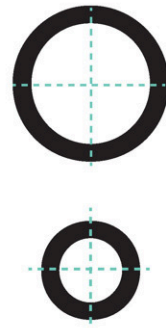
PAUL RENNER

The release date of the future typeface was in the year 1927, although the first drawings of the typeface were done in 1924. The inspiration for this typeface was from Bauer Types and Neufville Digital. Paul Renner, who was a type designer, painter, author, and teacher of his own time, had created the geometric sans-serif typeface known as futura. Renner was born in 1878 in Wernigerode, Germany and had attended several art schools in the cities of Berlin, Karkruhe, and Munich. He was most generally credited

as the most influential in stimulating the development of typefaces based on these geometric forms of type. Renner was also known as the Central Figure of the Artistic movement for his creations in the 1920's and 1930's. When creating the futura font he created it with geometric shapes and experimented with the Greek inscriptional letters of about the fifth century B.C. Paul also wrote two successful books known as *Typografie als Kunst*, or "Typography as Art", and *Die Kunst Der Typografie*, or "The Art of Typography".

q r s t u v w x y z **A B C D E F G H I J K L M N O P Q R S T U V**

3 The Geometric And Spatially Aware Typeface



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

The design of the futura typeface is exceptionally versatile with it is geometric design. It is good to use for a space sensitive environment and works well for short blocks of text, captions, and pull-quotes. Futura typeface is very legible in all sizes and the bold and condensed versions are very powerful display designs. This sans-serif font has distinct characteristics to help distinguish it. Some of these distinctions include that the lowercase letters ascenders are taller than the capital letters. Usually, this is not the case of fonts but this is one characteristic that

surely stands out. The lines of the letters are meant to look monolinear. Some other characteristics are that it seems that the letters bd and pq seem to be the reverse of each other exactly. Futura, being a geometric font, seems to be very clean, standardized, legible, and stylish without being an "overt" style. Other characteristics of futura, the geometric typeface, are that it is o's seem to be a perfect circle, being very distinct from other o's that usually have more of a stroke.

W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z A

The Geometric And Spatially Aware Typeface

Where might someone see the futura font? It was used a lot particularly in the 1950's it was used by the publishing industry as a general-purpose font. However, it is used still today in advertisement even though it is considered an older font. A very obvious advertisement that the futura font is used is in the dominos advertisement. You can look at the sign and see the clear distinct characteristics of this font, as mentioned above.

All in all futura font is a modern and geometric typeface that is very diverse and easily readable. With the clearness of space and geometric shapes I believe it is a very useable font. Paul Renner was an amazing type designer and futura still works well in this century.



B C D E F G H I J K L M N O P Q R S T U V W X Y Z