

BEST PRACTICES



Ten weights with more than a thousand characters each, provide for a wide range of applications. Everything from advertising and packaging and long form text to branding, on screen and in print is within FF Mark's range of capabilities.

FOUNDRY	DESIGNER	CLASSIFICATION
FontFont	Hannes von Döhren Christoph Koeberlin and the FontFont Type Department	Geometric Sans

FAMILY Aa

The FF Mark family contains eight weights of roman and italic designs in normal, narrow and condensed proportions. There is also an Ultra version for display settings. FF Mark W1G fonts features a pan-European character-set for international content. The character-set supports almost all the popular languages and writing systems in western, eastern, and central Europe based on the Latin alphabet, in addition to several based on the Cyrillic and Greek alphabets.

controlled-access highway  
**AUTOBAHN**  
 A 10 to A 19 are in eastern Germany  
**13,192 kilometres (8,197 mi)**  
 BUNDESAUTOBAHN

ROOTS

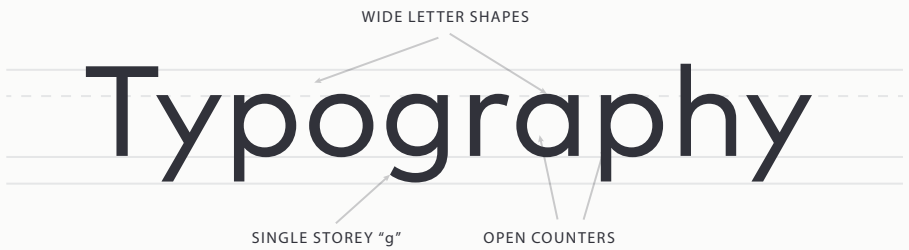
Released to MyFonts in 2013, FF Mark draws on historical examples from German geometric type designs of the early twentieth century.

FONT FACTS

- The family has special umlaut characters for setting capital words or headlines with tight linespacing
- Erik Spiekermann provided creative input for the design.
- Each weight has over 1,000 characters

LEGIBILITY

Capital letters are wide with open counters and generous apertures, to provide high levels of legibility in a sans serif design. Italic characters are harmonized to their Roman counterparts and retain simple geometric character shapes to ensure legibility at small sizes.



HOW TO SPOT

- r Terminals clipped at right angle to stroke
- t Lowercase t has a curved base
- G Cap G has no spur
- J Cap J is wide

ALTERNATE CHOICES

- Avenir® Next
- Futura® Now
- Harmonia Sans™
- FF Super Grotesk®

PERFECT PAIRINGS

- Frutiger® Serif
- Diotima Classic®
- Masqualero™
- Palatino® Nova