



Futura Now is the definitive re-digitized version of the iconic geometric sans serif typeface. With 102 styles, including Condensed, Headline, and Text weights, in addition to extensive language support, Futura Now is poised to take on virtually any typographic task.

| FOUNDRY  | DESIGNERS                      | CLASSIFICATION |
|----------|--------------------------------|----------------|
| Monotype | Paul Renner<br>Monotype Studio | Geometric Sans |

FAMILY Aa

*the piano or saxophone was typically the lead instrument*  
**ELECTRIC BLUES**  
*St. Louis, Memphis, New York City, Detroit, Chicago, Cleveland, and Buffalo*  
**The Baffled Knight**  
*A documentary film Hail! Hail! Rock 'n' Roll*

TEXT T

**Ysobel™**

**Futura® Now**

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

**ITC Clearface™**

**Futura® Now**

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

**Gazpacho**

**Futura® Now**

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

WHAT TO LOOK FOR



- Futura Now is a geometric sans with an elegant cap to lowercase relationship, and will pair well with just about any serif typeface.
- Humanistic typefaces, like [Joanna® Nova](#) and [Malabar®](#), will provide an excellent counterpoint to Futura Now's symmetrical forms.
- Futura Now Script creates a soft contrast with its monolinear interpretation of handwriting.
- Most sans serif fonts should be avoided, although soft typefaces like [Stone® Humanist](#) and [Palatino® Sans](#) can work well with Futura Now – especially if there is a strong contrast in the weights used.

DISPLAY ⚙

**Futura® Now**

**Aptifer Slab**

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

**Futura® Now**

**ITC Berkeley Old Style**

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

**Futura® Now**

**Walbaum**

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

