

FF Clan®

BEST PRACTICES



FF Clan is a friendly design that melds a strong geometric aesthetic with humanist warmth. It's appropriate for a wide variety of typographic applications, from branding to display heads and lengthy text copy, in hardcopy and digital applications.

ROOTS



Prior to FF Clan, Dziedzic had worked as a graphic designer, typographer, and art director, which gave him insight into a designer's practical needs from a sans serif family.

He was motivated by the demands of modern publication and corporate identity design, which require both personality and neutrality.

FONT FACTS



- Dziedzic has said that he designed FF Clan originally for himself – a typeface he always wanted, but could not find.
- FF Clan is a popular type family in Central and Eastern Europe, owing in-part to its designer's roots and the typeface's support of a wide range of languages.

FOUNDRY

FontFont

DESIGNER

Łukasz Dziedzic

CLASSIFICATION

Geometric sans with humanist influences

FAMILY

Aa

The FF Clan family has 84 fonts, ranging from Thin to Ultra in Compressed, Condensed, Narrow, Medium, Wide, and Extended proportions: each Roman design has a companion italic.

the horseless carriage
AUTOMOTIVE INDUSTRY
32,028,500 automobiles in use
manufacturers
Gigafactory Berlin-Brandenburg
ESTABLISHED MARKETS

LEGIBILITY



FF Clan News fonts are specifically designed and fine-tuned for optimal readability in newspaper and periodical applications, especially at smaller sizes and in dense text environments.

LARGE X-HEIGHT

CONDENSED COUNTERS



SHORT DESCENDERS

CURVED ITALICS

HOW TO SPOT



W

Cursive italic characters

g

Bowl and loop g

p

Short descenders

K

Diagonals of Roman K meet at short horizontal stroke

ALTERNATE CHOICES



Avenir® Next

Frutiger® Next

Gotham®

Helvetica® Now

PERFECT PAIRINGS



Frutiger® Serif

Macklin™

Palatino® Nova

Serifa®

