Aa

FF Meta®

FOUNDRY
FontFont

DESIGNERS
Erik Spiekermann
Oded Ezer

CLASSIFICATION
Sans

BEST PRACTICES

The Meta design is somewhat condensed (saving space) and benefits from stroke weights and character spacing that withstand poor printing and modest resolution digital imaging. Additionally, individual characters were designed to be highly legible.

FAMILY   Aa

The FF Meta family has eight weights of normal and six condensed widths, each with a companion italic design. FF Meta is also part of a super family, containing FF Meta Serif and several other variations for headline and office use.

Typomania is curable but not fatal
Stay true to the idea
SPIEKERMANN
Do one thing at a time
Old ways won't open new doors
PICK YOUR BATTLES

ROOTS

In the early 1980s, Deutsche Post (German Post Office) contracted Sedley Place Design and Erik Spiekermann to redesign its brand. As part of the project, Spiekermann proposed a new typeface based on an earlier design of his called PT55. Deutsche Post, however, was not positive toward the proposal.

When it became clear that German Post Office would not use the design, Spiekermann continued work on the typeface and eventually published it as FF Meta, in 1991, under his newly formed publishing label FontFont.
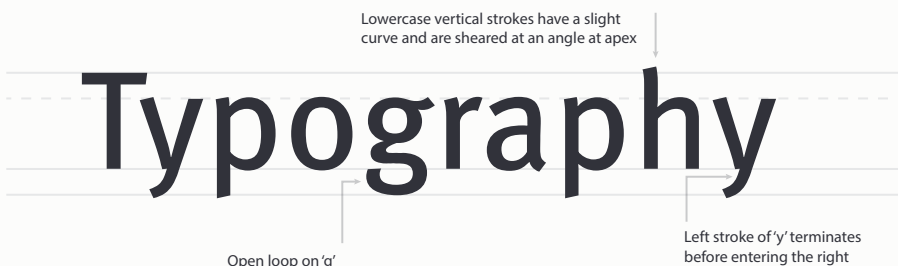
FONT FACTS

- Meta has been called "the Helvetica of the 1990s."
- The PT55 typeface was intended for use on the early Apple Macintosh computer.
- Bundespost decided not to implement the PT55 typeface for fear it would "cause unrest."

LEGIBILITY

FF Meta's relatively open apertures promote legibility and help to differentiate one letterform from another.

Lowercase vertical strokes have a slight curve and are sheared at an angle at apex

Typography

Open loop on 'g'

Left stroke of 'y' terminates before entering the right

HOW TO SPOT

l	Curved bottom on 'l'
M	Splayed 'M'
E	Top horizontal strokes are sheared at an angle
a	Two-story 'a'
g	Open loop on 'g'

ALTERNATE CHOICES

Bosis™

FF Fago®

ITC Officina® Sans

Syntax® Next

Linotype Textra™

PERFECT PAIRINGS

ITC Berkeley Old Style®

Frutiger® Serif

Malabar®

Meta Serif

Neue Swift®

The MyFonts store from Monotype offers more than 130,000 desktop and Web font products for you to preview, purchase and download. You can also learn about new typeface releases and discover typographic tips and techniques.

№ 005 | 100   Buy   Link   Copyright   2020