

Aa

fy{ T }i FONT FIELD GUIDE

NO. 004 / 100

Futura®

BEST PRACTICES



An exceptionally versatile family, the Futura Bold and Condensed designs are powerful display typefaces. The Futura family is also a good choice for space-sensitive environments. Its simple letterforms allow it to be set at surprisingly small sizes with little drop in legibility. While the design works well for short blocks of text copy, captions and pull-quotes, it is not the best choice for lengthy text blocks.

## FOUNDRY

Linotype

## DESIGNERS

Paul Renner

Bauer type designers

## CLASSIFICATION

Sans Serif

Geometric Sans

## FAMILY

Aa

Six weights of regular proportions and four of condensed, each with matching italics in addition to a "Display" and "Black" design specifically for headlines.

Do More of What Makes You Happy  
**Architect Renner**  
*RUNNING ON FUMES*  
 Use your arrogance as the steam to power your dreams  
**JUST DID IT**  
 CASH RULES EVERYTHING AROUND ME  
**PHIL KNIGHT**

## ROOTS



Paul Renner's original 1927 drawings, which served as the basis for the Futura design, embodied the ideologies of the Bauhaus movement. The capital letters were patterned after Roman character shapes while the lowercase was a design experiment that took the "form follows function" philosophy to extremes. The end result was a set of glyphs that may have reflected Bauhaus teaching, but were typographically virtually useless.

Renner submitted his new design to the Bauer Typefoundry of Frankfurt, which accepted the work under the condition that its staff designers could make modifications. While Bauer's designers left Renner's caps relatively untouched, they reworked most of the lowercase. In doing so, they melded Renner's philosophy with proven typeface design precepts.

## FONT FACTS



- Many assume that Futura was developed at the Bauhaus. The reality is, however, that Paul Renner had no Bauhaus affiliation.
- The design was rarely used by Bauhaus designers.
- The forms of Futura's capital letters can be traced back to ancient Greek lapidary letters.

## LEGIBILITY



Except for the potentially confusing design of the a, j and l, the characters of the Futura family are quite legible. Its relatively small x-height and monotone strokes, however, hamper readability in continuous text.

## SEEMINGLY MONO-WEIGHT STROKES

## TALL ASCENDERS

## MODEST X-HEIGHT

## SINGLE-STORIED 'a'

## HOW TO SPOT



R High-waisted R

i Round tittle

Uu Identical Upper and Lowercase U

a Single-story a

j No hook on j

## ALTERNATE CHOICES



Avenir® Next

Brandon Text

Harmonia Sans™

Proxima Nova

Soleil

## PERFECT PAIRINGS



ITC Berkeley Old Style®

Dante®

Joanna® Nova

Menhart™

Soho®



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.

NO. 004



BUY



LINK

COPYRIGHT

2020

