

## Aa TT Rationalist

## BEST PRACTICES



The font looks beautiful in printed products: books, brochures, and posters. The design is well-suited for setting in large sizes as well as in text arrays.

## FOUNDRY

TypeType

## DESIGNERS

Marina Khodak  
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## CLASSIFICATION

Slab Serif

## FAMILY

Aa

The TT Rationalist font family consists of 22 faces: 10 upright, 10 true italics and two variable fonts. It supports over 200 languages and contains 27 OpenType features.

modern  
**FUNCTIONAL**  
*slab-serif*  
WORKHORSE

## ROOTS



This is the first font by TypeType that was created to match the studio's existing fonts TT Norms® Pro and TT Commons Pro. TT Rationalist borrowed its geometric character from sans serifs, but in the process of development it has also received new humanist features.

## FONT FACTS



- The refined nature of the font is emphasized by true italics and the set of alternative calligraphic characters.
- The refined trapezoid serifs make the design look contemporary.
- The carefully balanced font contrast helps avoid retro references.

## LEGIBILITY



TT Rationalist is easily legible and does not attract extra attention in text, and in large size, it shows its character: the design details – trapeze shaped serifs and delicate compensators – become visible.

## GEOMETRIC SHAPES

Typography

SERIF OF THE LETTER y

BOWL AND LOOP g

## HOW TO SPOT



**Bhap** Simple character drawings

**AOH** Geometric character shapes

**kwy** Triangle shapes in italic

**k** Closed loop k in calligraphic character set

## ALTERNATE CHOICES



**TT Tricks**

**PMN Caecilia®**

**Geometric Slabserif 712**

**Museo Slab™**

## PERFECT PAIRINGS



**TT Norms® Pro**

**TT Commons Pro**

**TT Firs Neue**

**TT Fellows**

