



FUTURA

1927

has an appearance of efficiency and forwardness

Futura is a **Sans-serif** font that is of low contrast and non-decorative. It could also be considered utilitarian in design. The font was made available commercially in 1927 by the **Bauer** type foundry. It was a contribution to the New Frankfurt project of **Ernest May** who was designing affordable housing in Germany. The philosophy behind the font was that it should not rival previous font designs. It uses basic geometric proportions with no serifs or embellishments. It is a mixture of classic proportions and simplicity. The letters are slightly altered but the optical illusion gives a look of uniformity. Futura is clean and crisp to reflect forwardness, efficiency and modernity. Over time the Futura font family has grown to include bold condensed, light and regular oblique weights along with many other variations.

Futura

Even though it is almost 90 years old Futura continues to be popular. It was the font used for the plaque left on the moon by the Apollo 11 astronauts in 1969. It was a favorite of legendary director **Stanley Kubrick** who used it for many of his films such as 2001: A Space Odyssey and A Clockwork Orange. It and its variants continue to be used by countless companies worldwide such as Volkswagen, Red Bull, Union Pacific, Best Buy, Costco and Absolut Vodka to name a few in their advertising because of its timeless look. It is and can be used both in headlines and body copy. **The popularity of the font guarantees that it will continue to be used by designers for years to come.**

The Designer

The **FUTURA** font was created by **PAUL RENNER** (1878 – 1956) a German type designer somewhere between 1924 and 1926. It was based upon the design philosophy of geometrics shape similar to those of the **BAUHAUS** movement that was going on. This was during the end of what is considered the Modern era in typography.

Futura is a **geometric Sans Serif** font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

This poster is my homage to the font Futura. It was a typography class project for one of my favourite fonts. It was created in Adobe InDesign.