

FUTUR

Futura

Futura is a geometric sans-serif typeface designed in 1927 by Paul Renner. It was designed as a contribution on the New Frankfurt-project. It is based on geometric shapes that became representative of visual elements of the Bauhaus design style. Also it was commissioned as a typeface by the Bauer Type Foundry, in reaction to Ludwig & Mayer's seminal Erbar of 1922.

Futura remains an important typeface family and is used on a daily basis for print and digital purposes as both a headline and body font. The font is also used extensively in advertisements and logos, notably by IKEA (until 2010), Supreme, Party City, Volkswagen, Royal Dutch Shell, Crayola and HP in their print ads.

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Garamon

Garamond

Garamond is a group of many old-style serif typefaces, originally those designed by Parisian craftsman Claude Garamond and other 16th century French engravers, and now many modern revivals. Though his name was written as 'Garamont' in his lifetime, the typefaces are generally spelled 'Garamond'.

Released in 1989, Adobe Garamond is designed by Robert Slimbach for Adobe Systems, based on a Roman type by Claude Garamond and an italic type by Robert Granjon. The OpenType version of the font family was released as Adobe Garamond Pro, with enhanced support for its alternate glyphs such as ligatures, small caps and italic swash capitals. It has gained widespread attention and popularity as the font used in the Harry Potter books by J. K. Rowling.

Univer

Univers

Univers is the name of a sans-serif typeface designed by Adrian Frutiger in 1954. Classified as a neo-grotesque typeface, one based on the model of the 1898 typeface Akzidenz-Grotesk, it was notable on its launch for its availability in a comprehensive but consistent range of weights and styles.

Univers enjoyed great popularity in the 1960s and 1970s because many corporations adopted it for usage. It is used in a modified version by the new Swiss International Air Lines (previously Futura), Deutsche Bank and for signage all over the world. General Electric used the font from 1986 to 2004 before switching to GE Inspira.

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