

Paul Renner

„die schrift  
unserer zeit“

„the type of our time“

# FUTURA

Futura is a geometric sans-serif typeface designed in 1927 by the late Paul Renner. Designed as a contribution on the New Frankfurt public housing project. It is based on geometric shapes that is representative of visual elements of the Bauhaus design style (1919–33). Commissioned as a typeface by the Bauer Type Foundry, in reaction to Ludwig & Mayer's seminal Erbar of 1922.

Futura has an appearance of efficiency and forwardness. Renner shared many idioms of Bauhaus and believed that a modern typeface should express modern models, rather than be a revival of a previous design. It is based on strokes of near-even weight, which are low in contrast. The lowercase has tall ascenders, which rise above the cap line, and uses a single-story 'a' and 'g', previously more common in handwriting than in printed text. The uppercase characters present proportions similar to those of classical Roman capitals.

A	B	C	D	E	a	b	c	d	e	0			
F	G	H	I	J	f	g	h	i	j	1	2		
L	M	N	O	P	l	m	n	o	p	3	4	5	
Q	R	S	T	U	q	r	s	t	u	6	7	8	9
V	W	X	Y	Z	v	w	x	y	z				

# 1927