

TYPEFACE POSTER

Futura

---

Piper Wishart

- 01** Prompt
- 02** Research
- 03** Type Anatomy
- 06** Communication Strategy
- 07** Visual Language
- 08** Sketches
- 09** Refined Compositions
- 14** Color Studies
- 23** Final Design
- 24** Bibliography

# Table of Contents

---

# Prompt

---

Pretending that you are the designer of the given typeface, you will create a tabloid-size poster that introduces the typeface to graphic design studios and individuals working in the industry.

The poster should engage the target audience with a visual hook; however, the design must be simple enough so that all of the letterform characteristics are recognizable. Your goal is to achieve a perfect balance between aesthetic and function.

---

# Research

The typeface, Futura, was designed by the German designer, Paul Renner of the Bauer Type Foundry and was released in 1927. It originates from Frankfurt, Germany, and is highly based on geometric shapes. Futura was designed for the New Frankfurt Project, an affordable housing project in Germany. Although it shared many of the same ideas as the Bauhaus school, it wasn't directly connected to it. The idea of function over form, which is quintessentially Bauhaus, was applied in the design of Futura.

Futura has been used in a variety of ways from becoming Wes Anderson's signature title typeface to a commemorative plaque on the moon. The continual use of Futura is fitting for such a modern-looking design.

# Type Anatomy

---

Futura is a geometric sans serif typeface with an emphasis on circles, constant line width, and sharp points.

ABCDEFGHIJKLMN  
OPQRSTUVWXYZÀÅ  
abcdefghijklmnopqr  
stuvwxyzàåéîõø&12  
34567890(\$£€.,!?)

These look similar but the Futura "A" is clearly much wider. Another big difference is on the apex. The Futura apex is sharp and angular while the Helvetica apex is flattened.

The Futura "G" is more round, based on a circle rather than an oval or rounded rectangle. Also, the Futura's "G" does not have a spur poking out like Helvetica does.

Similar to the "G", the Futura "O" is based on a perfect circle. The body width of the Futura "O" is wider than Helvetica

The arms of the Futura "E" are spaced with the center one closer to the top than the bottom. In the Helvetica "E", the center arm is more evenly spaced between top and bottom.

The Helvetica "a" is two-storied with a pointed bowl and a tail. The Futura "a" is none of those things.

The Futura "t" is more consistent in width between the cross bar and stem while the Helvetica "t" has the cross bar being skinnier. Also the Futura "t" does not have a tail.

The lack of tail in the Futura "j" is extremely unique, it's rare to see a "j" completely straight. The title in Futura is a perfectly round circle while in Helvetica, it is square.

Futura	Medium
<i>Futura</i>	<i>Medium Italic</i>
<b>Futura</b>	<b>Bold</b>
Futura	Condensed Medium
<b>Futura</b>	<b>Condensed ExtraBold</b>
Futura PT	Light
<i>Futura PT</i>	<i>Light Oblique</i>
Futura PT	Book
<i>Futura PT</i>	<i>Book Oblique</i>
Futura PT	Medium
<i>Futura PT</i>	<i>Medium Oblique</i>
Futura PT	Demi
<i>Futura PT</i>	<i>Demi Oblique</i>
Futura PT	Heavy
<i>Futura PT</i>	<i>Heavy Oblique</i>
Futura PT	<b>Bold</b>
<i>Futura PT</i>	<b>Bold Oblique</b>
<b>Futura PT</b>	<b>Extra Bold</b>
<i><b>Futura PT</b></i>	<b>Extra Bold Oblique</b>

A comparison between Futura letters and the Helvetica counterparts in the same point size.

ABCDEFGHIJKLMN  
 OPQRSTUVWXYZÀÅ  
 abcdefghijklmnopqr  
 stuvwxyzàåéîõø&12  
 34567890(\$£€.,!?)

While observing this typeface more closely, I began to search through the alphabet to find interesting letters that stood out to me.

It was clear from the start that Futura is based heavily on the perfect circle. By grouping each of the letters with a circle as a base, I could see one set to draw poster inspiration from. Another grouping I saw was: the lowercase i, j, and l. They are each a constant straight line with no upturn on any of them which is quite different from most typefaces. The center uptick of the W was perfectly centered which drew my eye to a connection between W, M, X, and V.

---

# Communication Strategy

Because Futura is so geometric, many of the letters are based on a perfect circle. One idea is to select each of the circle-based letters as a unifying feature. It's possible that it would get too busy with many letters, so isolating a couple of the circle letters may be a better option. The "G" shows many of the unique features of Futura, so I plan to incorporate it into the design. Another path that I am considering is to focus on the sharp edges of the "X", "W", "M", "A", etc.

# Visual Language

---

Futura is geometric, simple, and clean. Because of this, I plan on using a few variations of primary colors or sticking only to warm colors. The color scheme needs to give off the same feeling as the typeface, so it cannot appear complex. While sketching and working with compositions, I lean towards evenly spaced letters where there is a clear grid system working. A flowing organic design is not what Futura expresses, so I plan on staying more strict in the visuals. I am including “futura” or “FUTURA” with “Frankfurt” and “1927” on the poster, beyond that, I don’t want to have any other readable words. One thing I worry about is presenting the letters as individuals rather than creating confusion by trying to read words in the composition. Futura Medium is a good jumping-off point for the design, but I am also going to include Futura Bold or ExtraBold in the design to add some variety and visual hierarchy.

# Sketches

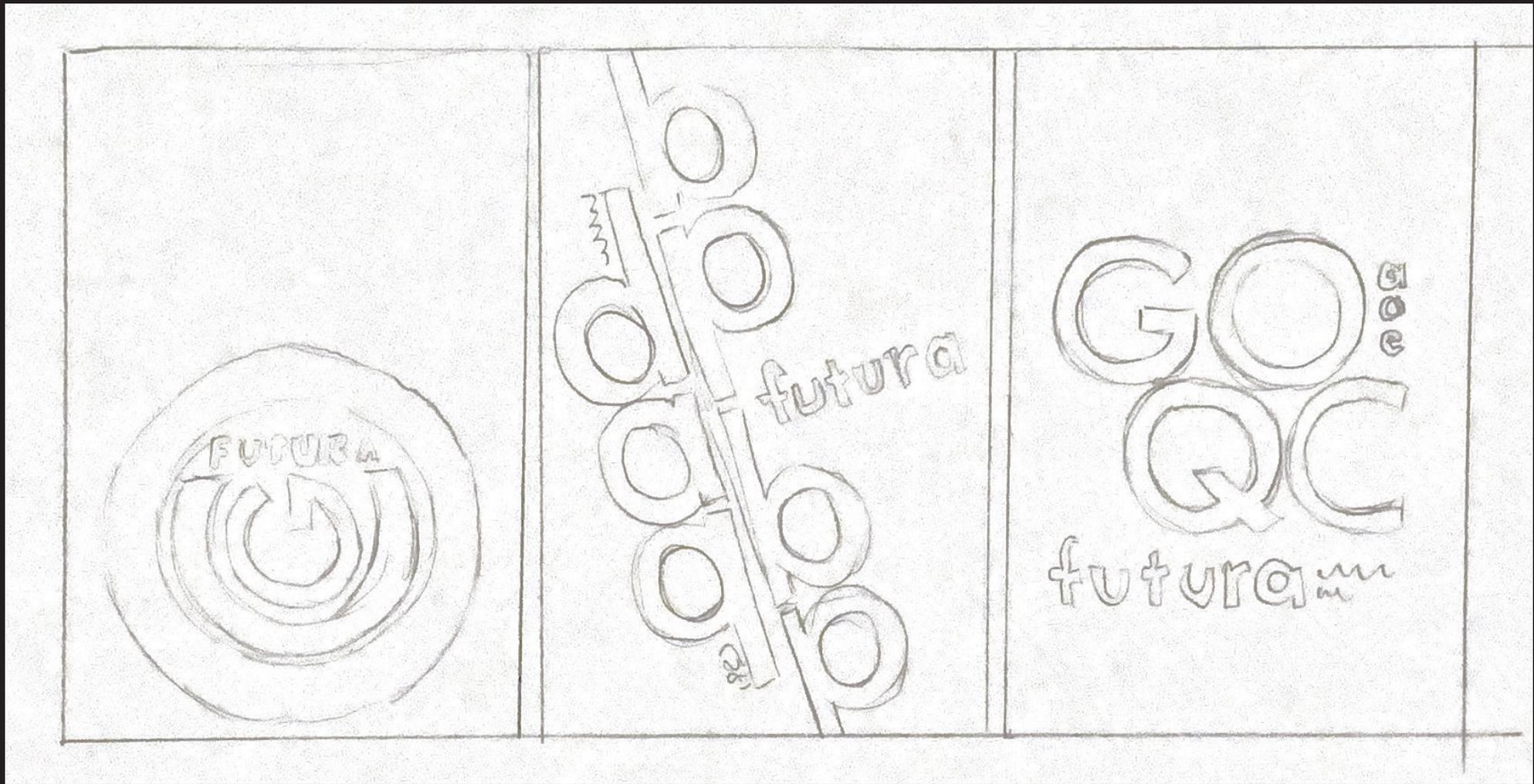
G very circular  
 Q o p q f i j } special letters  
 W O

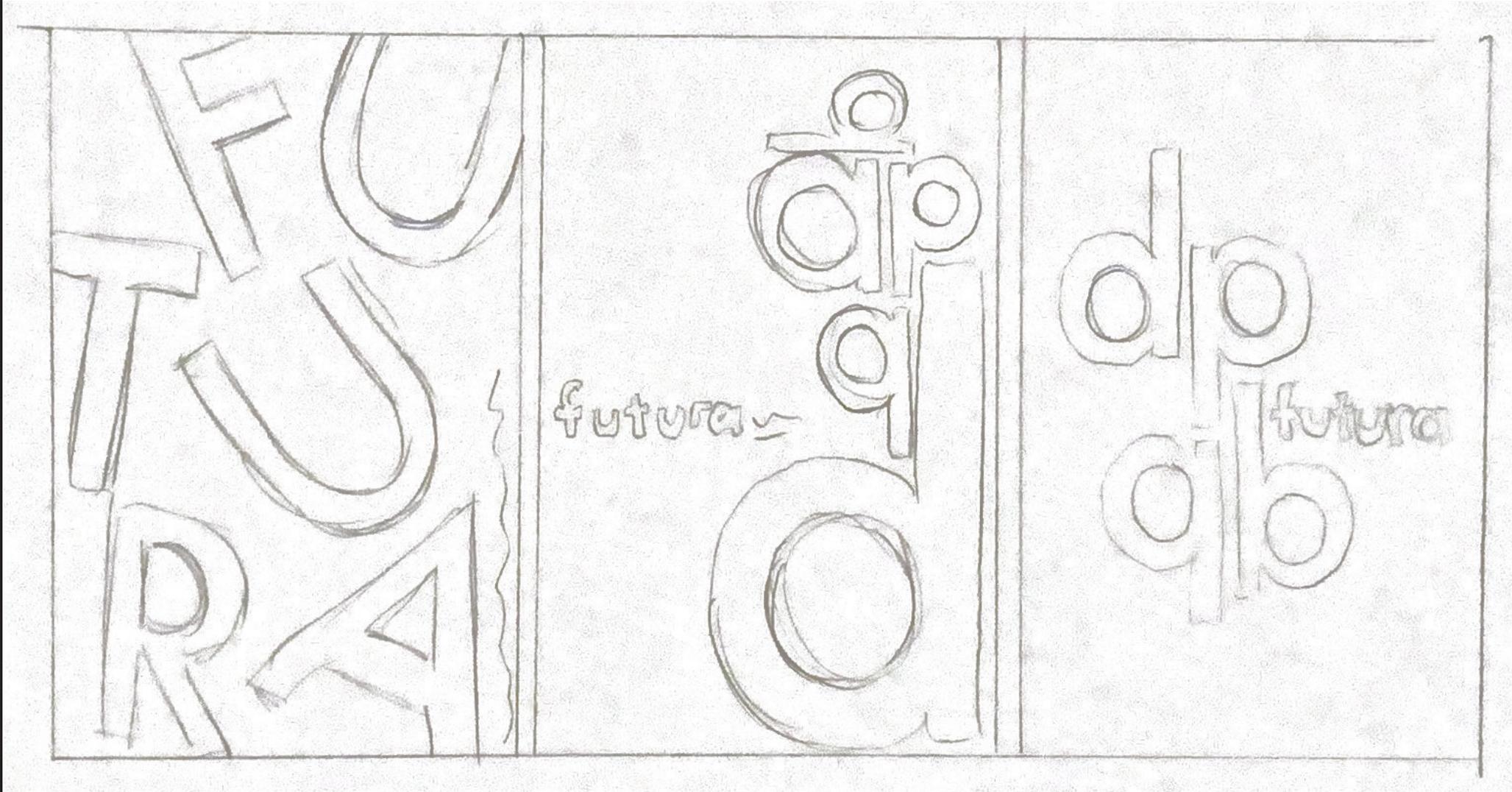
Highlight the focus on perfect circles  
 OR  
 very spiny letters

all the circle letters  
 C G O Q 4  
 a b c d e o p q 8

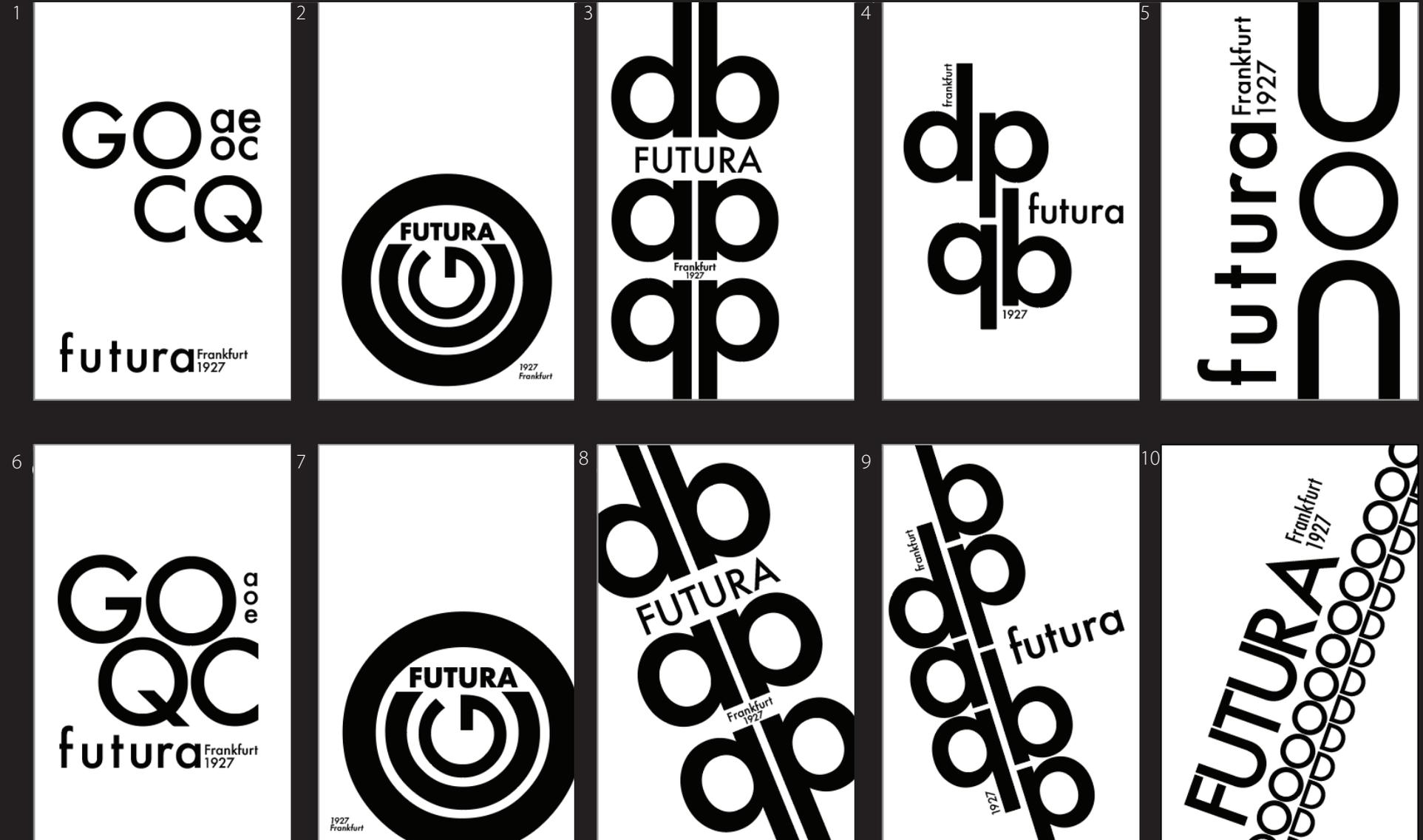
? morse code spell futura but n/ i j t l?  
 ? seeing eyes test

I refined my sketches by hand before moving digital.





# Refined Compositions



11



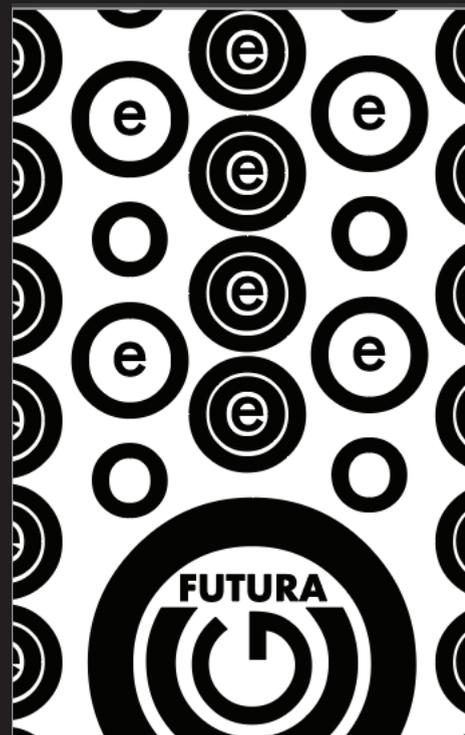
12



13



14



15



16



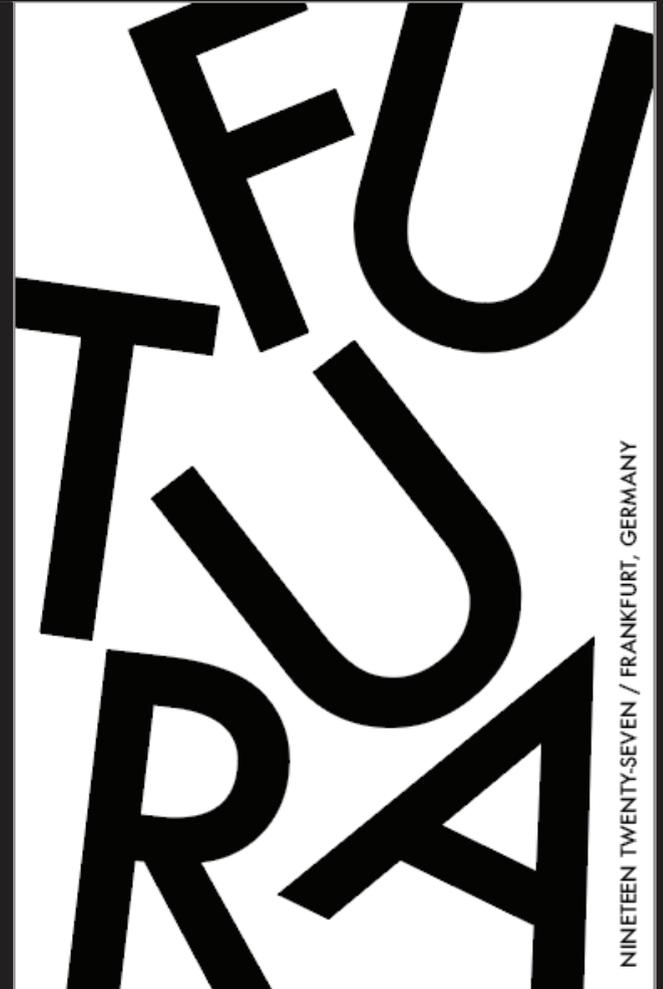
17



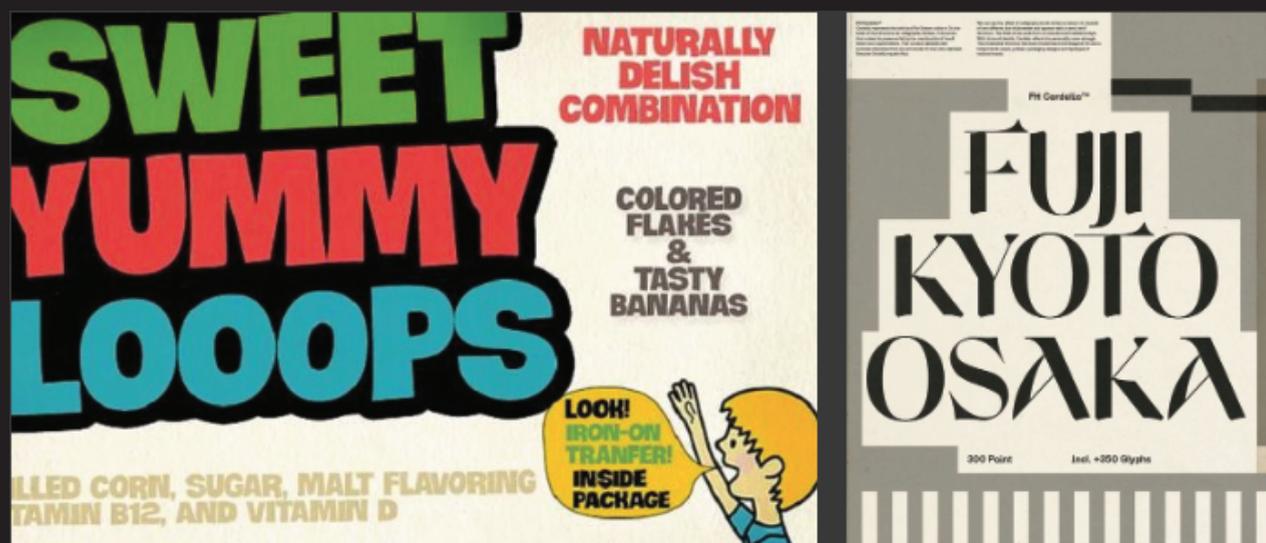
18



19



# Color Studies

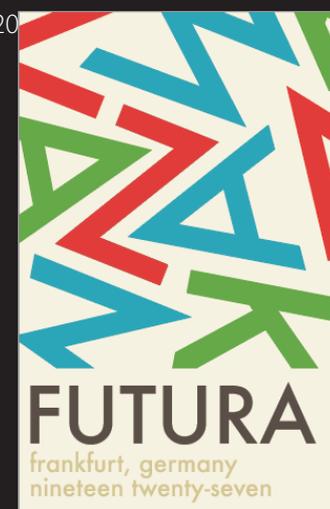
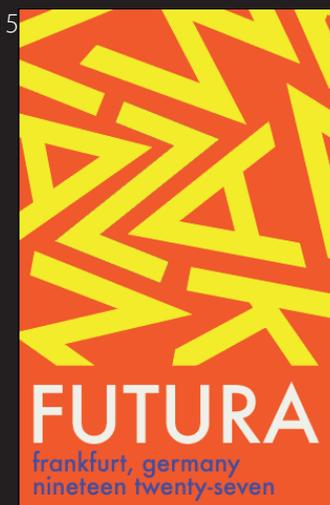


I researched visual examples of color schemes that fit well with the idea I was going for. With the simple geometric anatomy of the typeface, it made sense to stick to variations of primary colors. I also chose a color scheme with bright neon colors to catch attention for the "new font design".





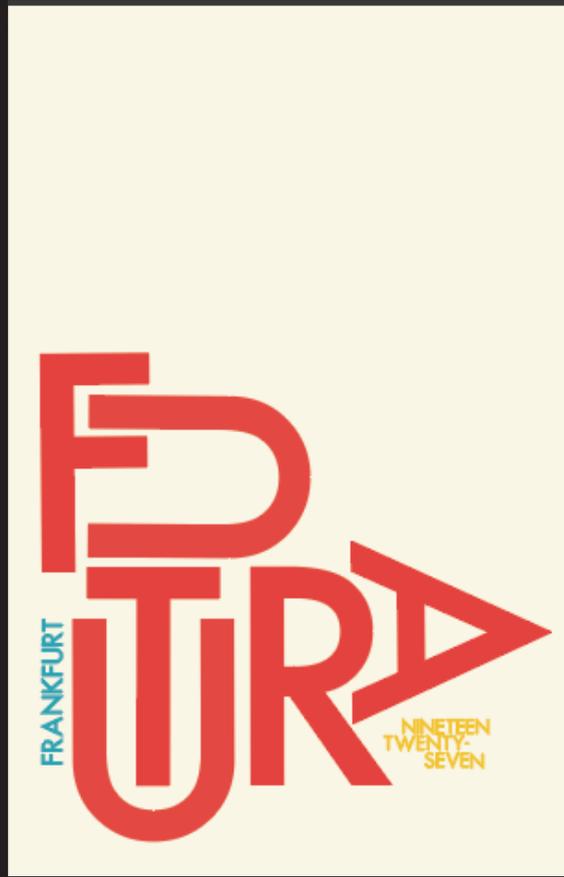
As I worked, I realized places where the negative spaces created unintentional (but good) shapes. In the first row, fourth over there are small arrows pointing outwards from the line of letters!



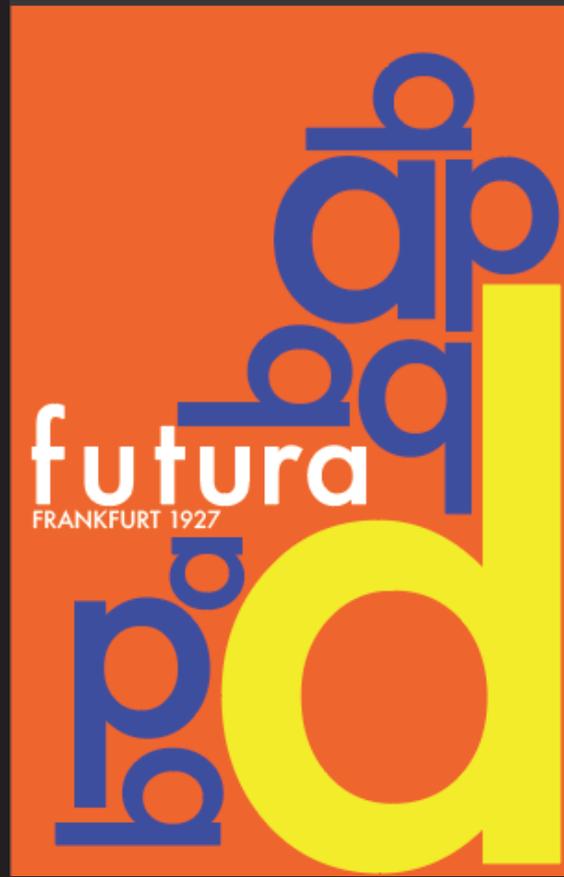
21



22



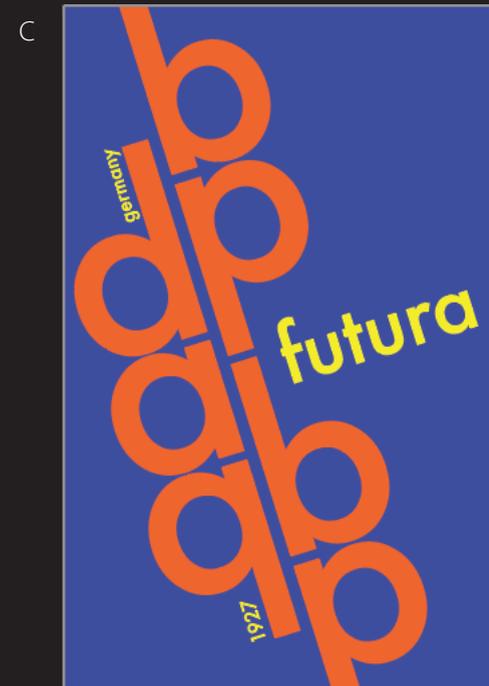
23



24



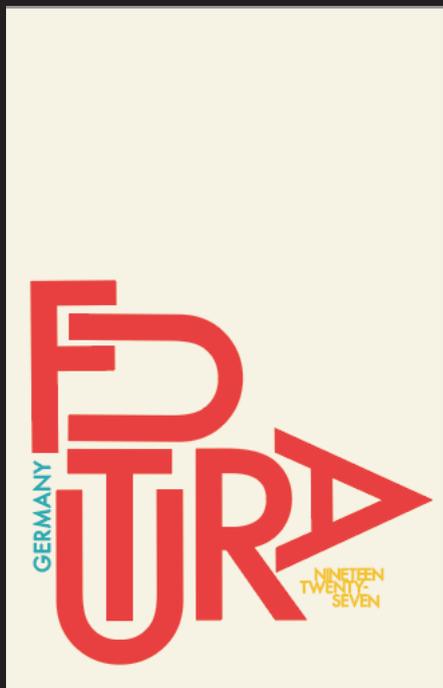
The arrows made out of the negative space is one aspect that makes this design fit. Pushing forward with modern design is what Futura aims to do.



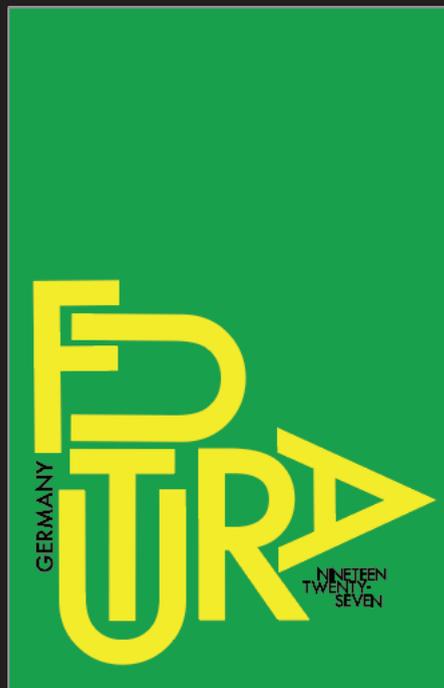
2



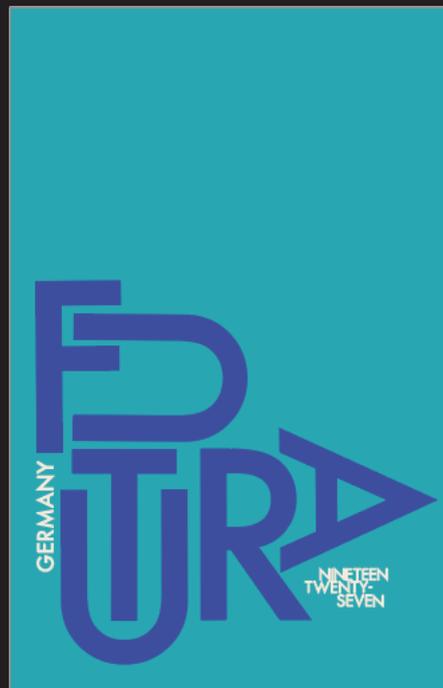
A



B



C



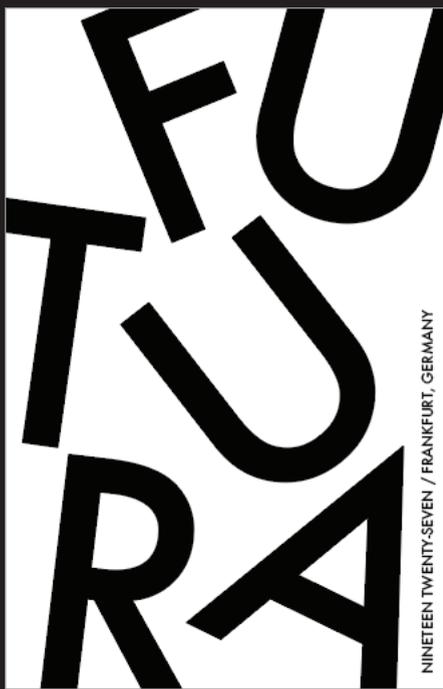
D



While I do like the design of this poster, I don't feel that it embodies the right feeling for Futura. Futura is clean and minimalist while this design is cluttered.



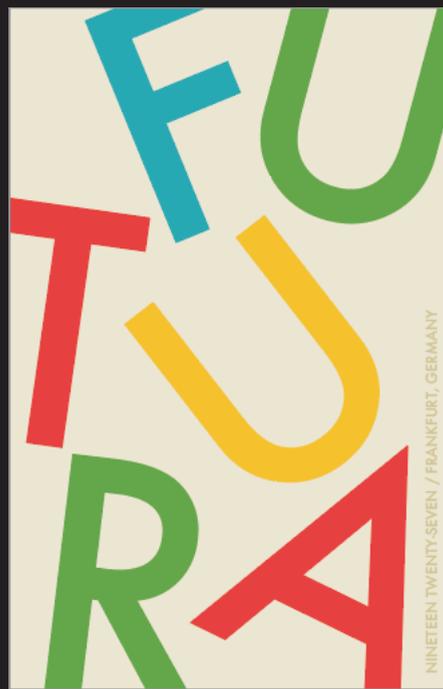
4



A



B



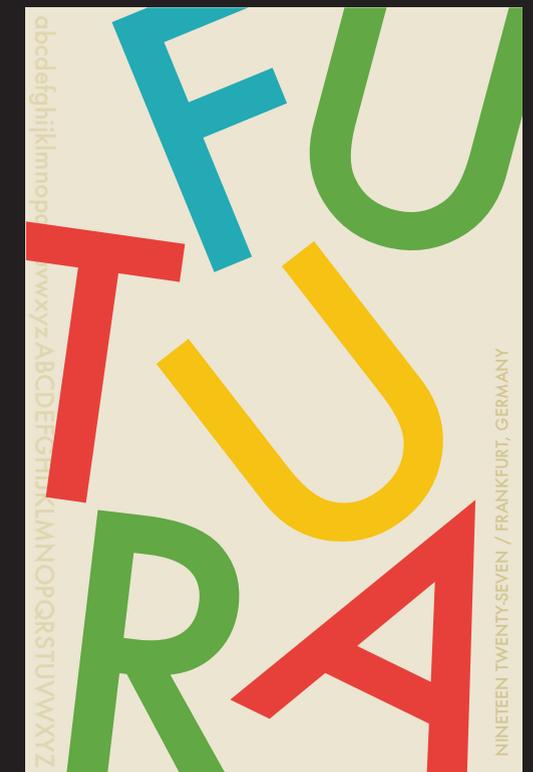
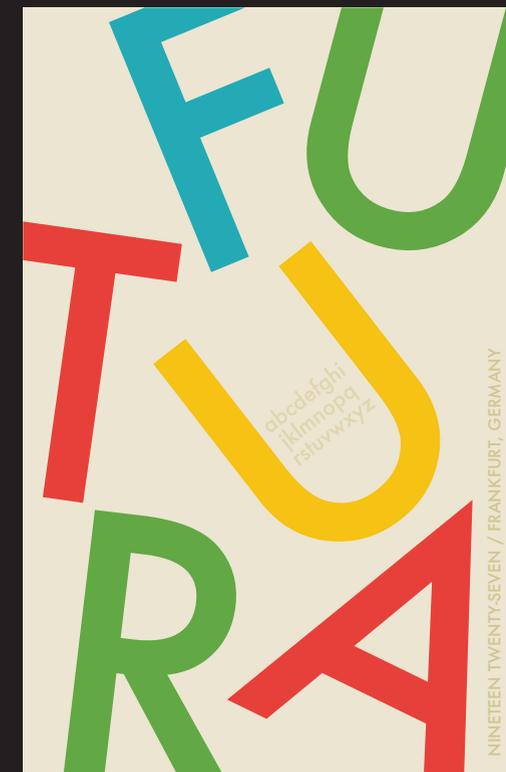
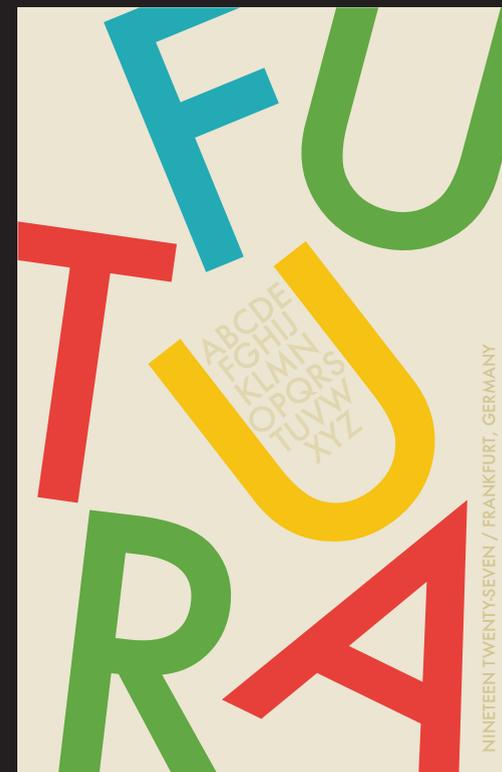
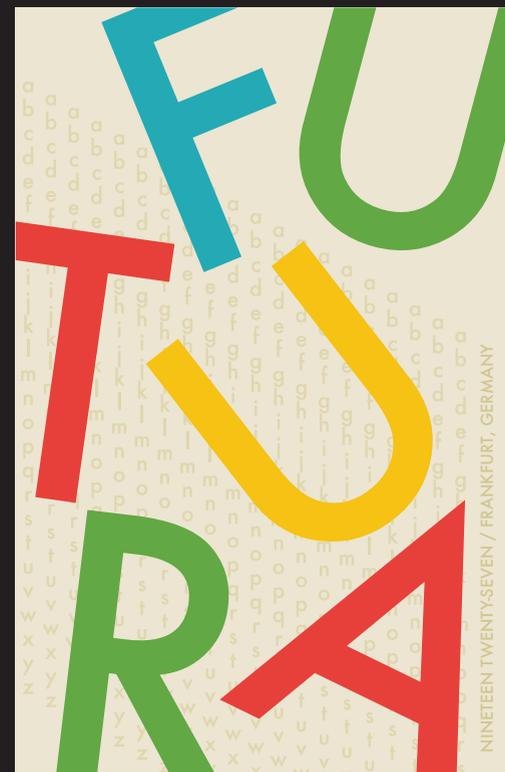
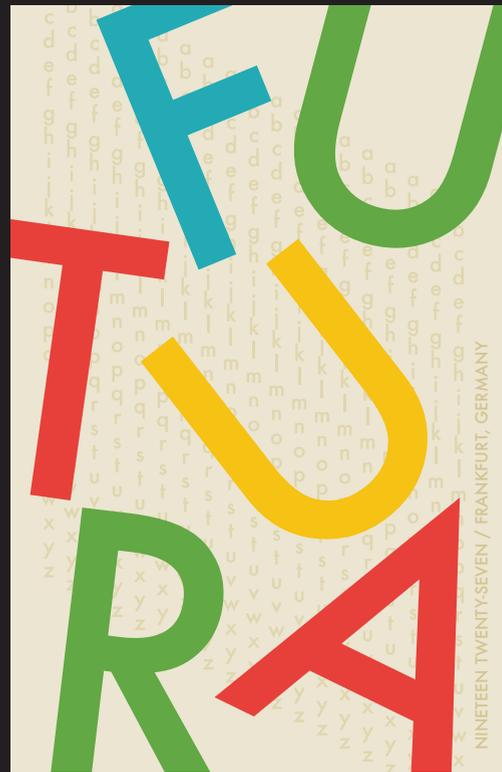
C



D



I took into consideration input from the peer discussion board. I played with the addition of the alphabet in my final poster design. I wanted the letters to be very discreet, the least important in the visual hierarchy.



# Final Design



# Bibliography

---

"1970S Typography, 1970S Designs, 70S Groovy Font, 70S Disco Font, Retro Fonts, 1970S Fonts | Comic Font, Lettering, Business Card Logo". Pinterest, 2021, <https://www.pinterest.com/pin/444519425729021056/>. Accessed 24 June 2021.

"FH Cordelia™ | Graphic Design Fonts, Graphic Design Fun, Graphic Design Typography". Pinterest, 2021, <https://www.pinterest.com/pin/444519425729021971/>. Accessed 24 June 2021.

Keung, Laura. "All About The Futura Font And Its History". Design & Illustration Envato Tuts+, 2020, <https://design.tutsplus.com/articles/all-about-futura-font-and-its-history--cms-35382>. Accessed 23 June 2021.

"Simple Stamp Display Font: Comic Font, How to Draw Hands, Love Stamps." Pinterest, [www.pinterest.com/pin/444519425729021760/](http://www.pinterest.com/pin/444519425729021760/).

"Sometimes Always' Identity For São Paulo-Based Bar Caracol Has Up To 10 Billion Possible... | Graphic Design Branding, Graphic Design Posters, Graphic Design Layouts". Pinterest, 2021, <https://www.pinterest.com/pin/444519425729040110/>. Accessed 24 June 2021.