

Romando Edwards

Graphic Designer

Paul Renner 1878 – 1956

FUTU

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

n B W

Paul Renner Germany
Born: Wernigerode, 1878
Died: Hödingen, 1956

German typographer Paul Renner [1878-1956] is best known as the designer of the typeface Futura, which stands as a landmark of modern graphic design. This title is the first study in any language of Renner's typographic career. It details his life and work to reveal the breadth of his accomplishment and influence.

Renner was a central figure in the German artistic movements of the 1920s and 1930s, becoming an early and prominent member of the Deutscher Werkbund while creating his first book designs for various Munich-based publishers. As the author of numerous texts such as *Typografie als Kunst* (Typography as Art) and *Die Kunst*

der Typographie (The Art of Typography) he created a new set of guidelines for balanced book design. Renner taught with Jan Tschichold in the 1930s and was a key participant in the heated ideological and artistic debates of that time. Arrested and dismissed from his post by the Nazis, he eventually emerged as a voice of experience and reason in the postwar years. Throughout this tumultuous period he produced a body of work of the highest distinction.

Fonts by Paul Renner
Futura, Futura Black, Plak, Tasse

Font
Book

2016

Edouard Hoffmann 1910

HELV

Edouard Hoffmann Switzerland
Max Miedinger Switzerland
Born: Zurich, 1910
Died: Zurich, 1980

Monospaced, Helvetica Rounded, Neue Helvetica

Swiss director who in the fifties established the Haas Typefoundry as the center of the Swiss movement in design of typefaces; he directed Max Miedinger in the design of Helvetica and Hermann Eidenbenz in Clarendon.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Ji Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 10

Fonts by Edouard Hoffmann and Max Miedinger
Helvetica, Helvetica Inserat, Helvetica



Font
Book

2016

**BO
DO
NI**

Font
Book

2016

Giambattista Bodoni 1740 - 1813

Giambattista Bodoni Italy
Born: Saluzzo, Piedmont, 1740
Died: Parma, 1813

Italian punchcutter, typefounder and printer of Parma, admirer of Baskerville. He led in the development of the letterform we call 'modern' or 'didone', in the last years of the eighteenth century. Bodoni is still one of the most identifiable type faces in the Western World.

Fonts by Giambattista Bodoni
ATF Bodoni, Bodoni, Bodoni Classico, Bodoni EF,
ITC Bodoni Six, ITC Bodoni Twelve, ITC Bodoni
Seventy-Two, Bauer Bodoni, Linotype Gianotten

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

Classes





fading



Current Logo



25% Scale

50% Scale

**Logo
Revision**

2016



Photography 1

2016



Photography 1

2016



Photography 1

2016