trial fonts

www.typetype.org

2022

TypeType

THANK YOU FOR CHOOSING OUR FONTS

TypeType

TypeType

What you will find in this presentation

O1
Information
about the studio

O2
Several
interesting cases

O3
Our killer features
and offers

trial fonts

www.typetype.org

TypeType

About TypeType

30+
people
in our team

9 years
on the font
market

45000+
clients

75+
proprietary
fonts

35+
client
projects

2022

Partners and Clients
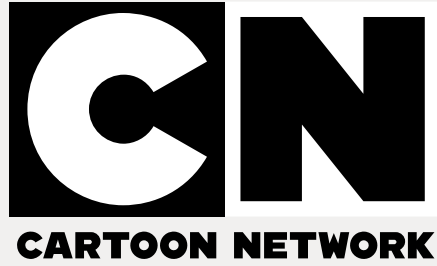
ADJUST

ripple

RIMAC

Telefónica

PLURALSIGHT

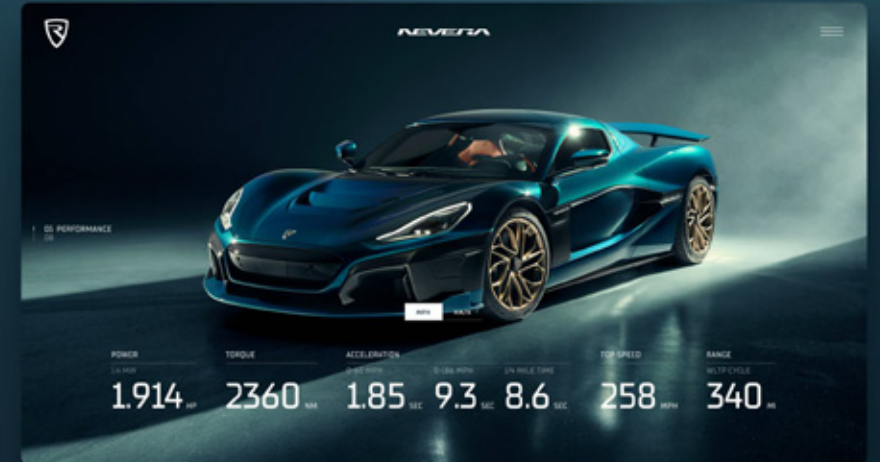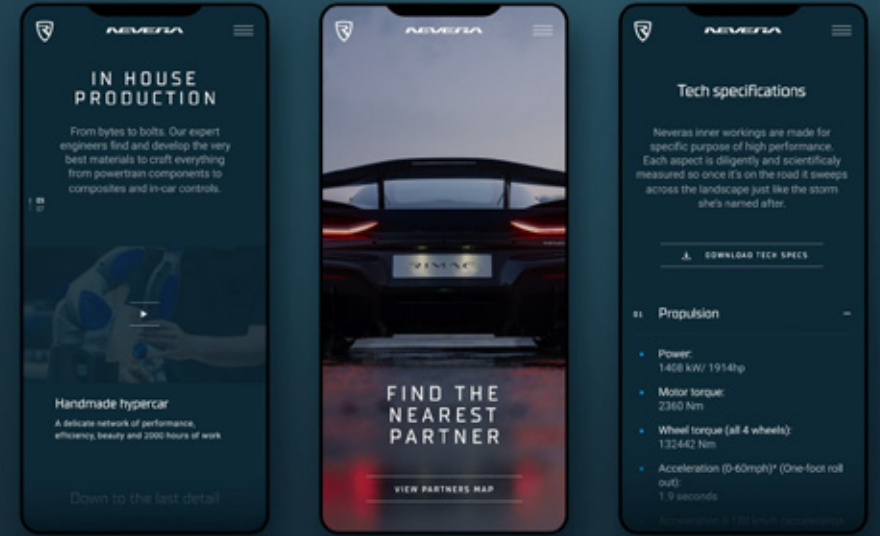smartsheet

SARTORIUS

LEG

Cappelli
Identity
Design

MORE
ON
WEBSITE

TypeType

CN

CARTOON NETWORK

- Use TT Norms Pro
  on the official site

- In videos and motion design

trial fonts

- TT Supermolot in use in the design of the entire product

www.typetype.org

TypeType

Our specialization

01

Collection

Distribution of fonts
that we create for
our collection

02

Corporate fonts

We create fonts to individual
order using cutting edge
technologies

03

Customization

We fit our fonts to the
demands of specific
projects

Killer features

O1
Discount

15% discount in the
30 days following the
download of a trial font

O2
Customizations

With the purchase
of a large license,
we make changes
to the font for free

O3
Licenses

We change licenses
according to clients'
demands

60+

Font collection

In our collection, there are **60+ fonts** that are different in character and application scope, so there's a suitable font for every project.

The studio's steady bestsellers are **TT Norms® Pro, TT Commons Pro,** and the uniwidth **TT Fellows** that have become popular thanks to the versatility of use.

→ **Font catalog**

TypeType

Corporate font

A font is a part of the corporate style and its signature, that is why we create corporate fonts with special care.

Within such a font, it is possible to create several subfamilies for different purposes, for example, a display family for headings and a text family to use in an application or in text arrays.
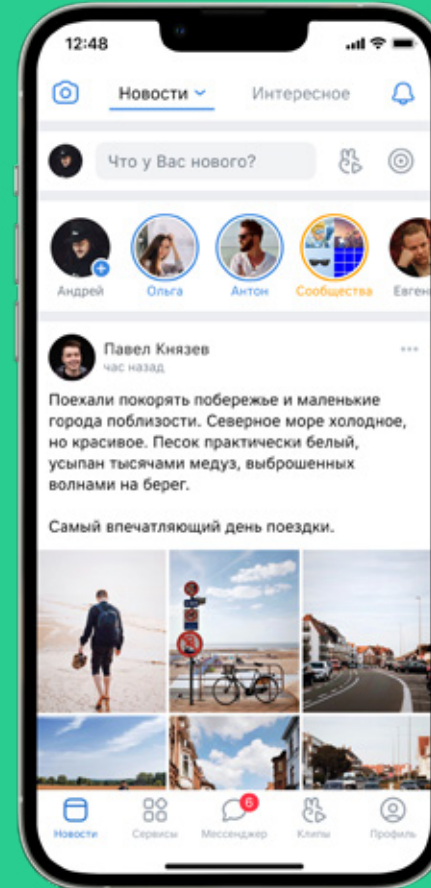
TypeType

ВКОНТАКТЕ

- Developed a font family.

- 5 heading faces for all visual communication materials and logos.

- 5 text faces for use on the website and in interfaces.

Light
Regular
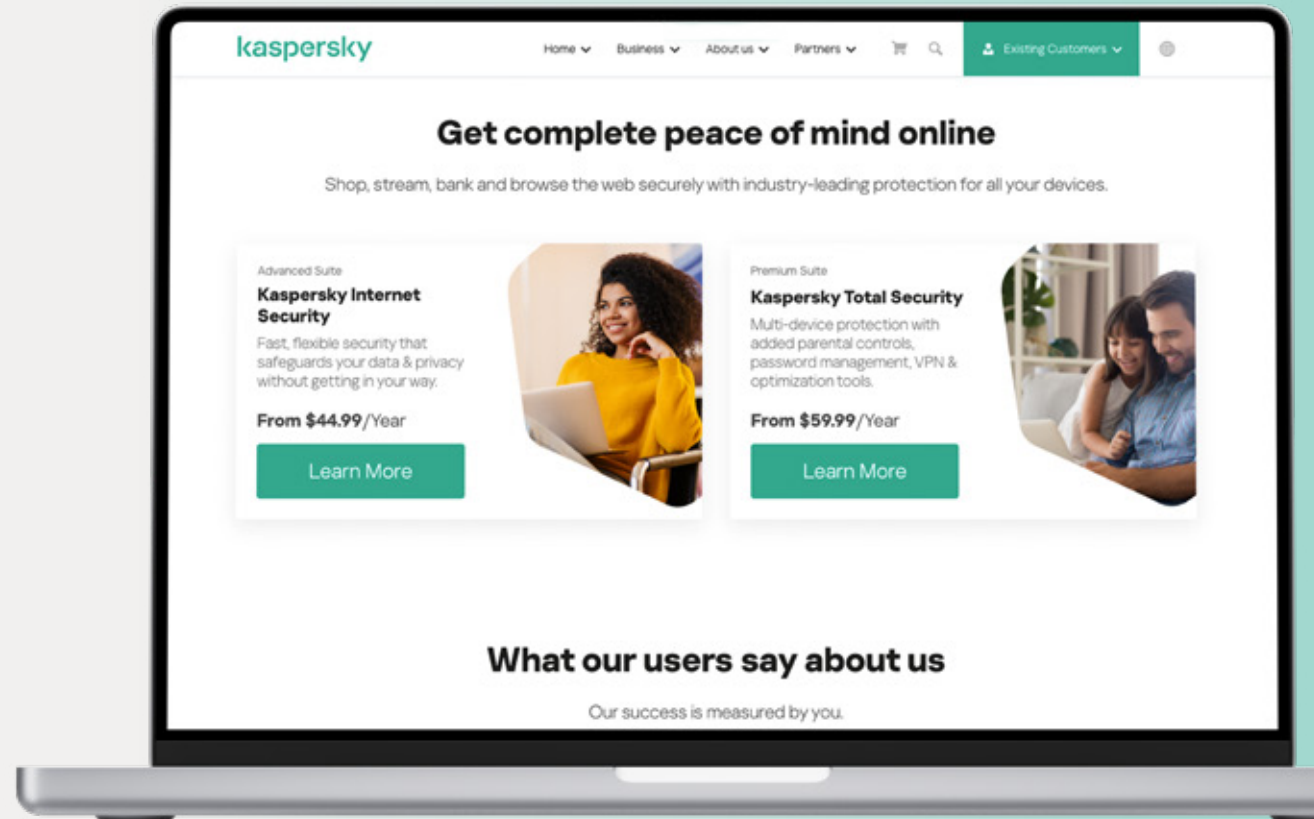VK Sans Medium
DemiBold
Bold

ВКОНТАКТЕ

еда ВКОНТАКТЕ

такси ВКОНТАКТЕ

kaspersky

- 6 heading faces to use on the website.

- 5 text faces to use on the website and in interfaces.

- 2 monowidth fonts to use within products.

→ **View works**

Customization

Any font you like from the TypeType collection can be adapted to your project by making technical or graphic edits.

Customization enables getting an absolutely new font by changing only a few details. With the purchase of large licenses, we carry out customization as a present.

TypeType

TypeType

True digital

- Changes the drawing of the letter **e**, making it slightly inclined to the left.

- Replaced the square points in the drawings of characters and letters **«! ? . , ; : … · j i»** with round ones.

- Set the one-storey shape of the letter **a** as default and moved the two-storey letter to a stylistic set.

Big thinking, made real.

For ambitious brands, who want to grow, fast.

No jargon, no waffle, no faff.

We believe in being true.

No more buzzword bingo, no more chin-scratching, no more delays.

We're an agency that delivers long-term strategic growth through immediate and impactful brand experiences, marketing communication and digital products.

This is true

TypeType

Petchoy

- Carried out deep customization.

- Drew and implemented Vietnamese into the TT Trailers font.

- Added three sets with "pet-friendly" diacritics for Vietnamese.

→ **View works**

Customization

With the purchase of a license of a certain price,
we carry out font customization for free.

from $1000

We embed the logo
into the font

from $2000

We add the name
of the company into
the name of the font

from $3500

We carry out
technical customization

TypeType

Customization

License price	Embedding logo into the font	Adding company name to the font name	Technical customization	Graphic customization: adding 3 glyphs	Deep customization
Over $1000	+				
Over $2000	+	+			
Over $3500	+	+	+		
Over $4500	+	+	+	+	
Over $10000	+	+	+	+	+

The TypeType team can deal with any font task!

If in this presentation you have not found a topic that interests you, ask us. We love reading letters, answering questions, hosting online meetings, and discussing new projects.

**More font aesthetics
here: typetype.org**

Your personal manager

Anastasia Borodkina

Customer department specialist
trial@typetype.org

TypeType

<u>typetype.org</u>

Instagram   Facebook   Behance