GRANSHAN

Insight

Futura®100: A Global Typeface for a Connected World

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Content provided by Supporting Club member TypeTogether.

Few typefaces have shaped modern visual culture as profoundly as Futura®. Designed in 1927 by Paul Renner, its geometric clarity became synonymous with progress, efficiency, and modernity. But while its influence was global, its reach was not. For nearly a century, Futura® remained firmly rooted in the Latin script, leaving the rest of the world to adapt or go without.

Now, on the cusp of its 100th anniversary, TypeTogether, in concert with Bauer Types, has reimagined this design icon for today's interconnected world. Futura®100 is not just a revival - it is a reinvention, designed to speak in the voices of cultures across the globe.

From Archival Research to Global Dialogue

The project began with two years of archival research into Renner's original drawings, philosophy, and intent. Rather than simply reconstructing his work, Veronika Burian and José Scaglione, TypeTogether's co-founders, asked a bigger question: *What would Futura® look like if it had been designed as a truly global system from the start?*

The answer is Futura®100 - a multiscript type family that expands Renner's vision across cultures while maintaining his commitment to clarity and geometry.

Multiscript, Multivocal

The first release of Futura®100 spans 12 scripts: from Latin, Cyrillic, Greek, and Hebrew to Arabic, Thai, Lao, Khmer, Armenian, Georgian, Myanmar, and PanAfrican Latin. Each script includes upright and oblique styles, variable fonts, and even optical sizes to improve legibility in extended reading.

By 2026, an additional 11 major scripts, including Indic writing systems, Simplified Chinese, and Hangul, will join the family. Once complete, Futura®100 will cover over 90% of the world's population, making it one of the most ambitious multiscript projects in type history.

But the achievement isn't only technical, it's philosophical. Each script was crafted in close collaboration with native type designers, ensuring cultural sensitivity and typographic authenticity. As with GRANSHAN's ethos, Futura®100 recognizes that type design is never neutral; it is always a cultural act.

https://youtu.be/ObrEZmwgmqc?si=yU9Sch0VBrEHrQ7w

Local Expertise, Global Vision

The credits read like a world map of type design. From Azza Alameddine's Arabic to Suppakit Chalermlarp's Lao, from Gor Jihanian's Armenian to Smich Smanloh and Anuthin Wongsunkakon's leadership on Southeast Asian scripts, the project represents the collaborative labor of dozens of designers and consultants.

Together, they solved the challenge of giving Futura®'s geometry a local accent without losing its identity. Thai gained modular rhythm, Arabic leaned on geometric alternates, while PanAfrican Latin provided much-needed coverage for African orthographies. The result is not uniformity, but harmony, a family that speaks many languages with one voice.

A Typeface for the Next Century

Futura®100 is more than a typographic revival. It is a cultural project that acknowledges how design circulates globally today. For multinational brands, NGOs, and publishers, it offers a coherent voice across languages. For local readers, it offers recognition, dignity, and legibility in their own scripts.

By expanding one of the 20th century's most iconic typefaces into a 21st-century multiscript system, TypeTogether has not only honored Renner's legacy but also redefined it: from a symbol of European modernism into a global platform for communication.

Check out the available Futura®100 (https://www.type-together.com/futura100-multiscript) scripts, test it on TypeTogether's website.

The content of this article is provided by the Supporting Foundry Club member TypeTogether. GRANSHAN is not responsible for its accuracy or for any opinions expressed.

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