



2022

TypeType

THANK YOU FOR CHOOSING OUR FONTS

What you will find in this presentation

01

Information
about the studio

02

Several
interesting cases

03

Our killer features
and offers



About TypeType

30+

people
in our team

9 years

on the font
market

45000+

clients

65+

proprietary
fonts

35+

client
projects

Partners and Clients

 ADJUST

 ripple

 RIMAC

 Telefónica

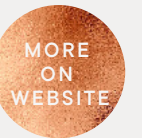
 PLURALSIGHT

 smartsheet

SARTORIUS

LEG

Cappelli
Identity
Design



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

01

Discount

50% discount in the 30 days following the download of a trial font

02

Customizations

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

03

Licenses

We change licenses according to clients' demands

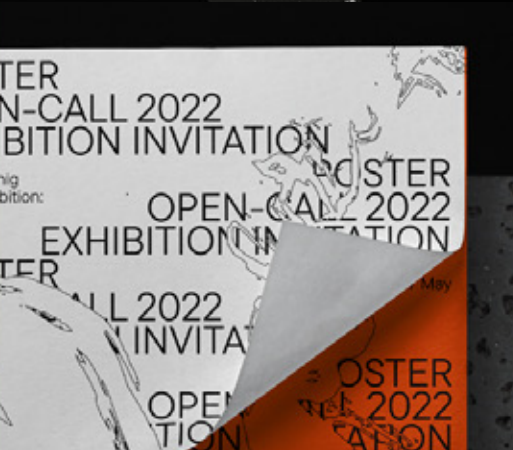
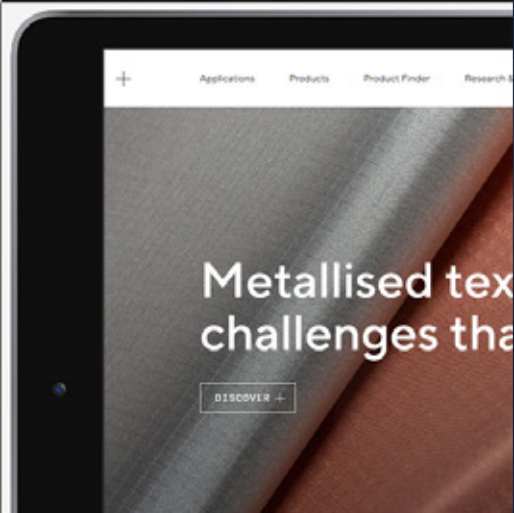
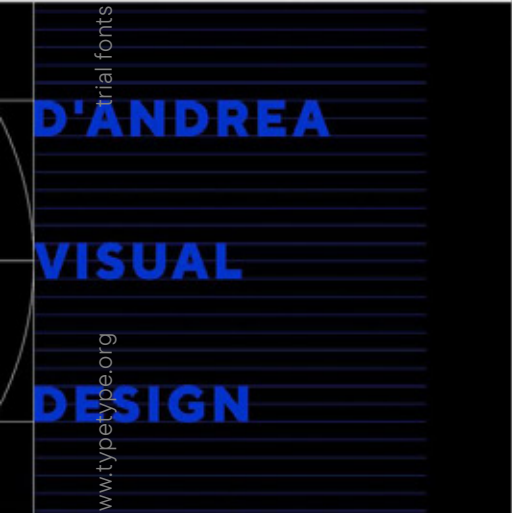
Font collection

60+

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](#)



Collection subscription

	TT BASIC RENT	TT STANDARD RENT	TT PRO RENT
Price per month	\$499 / month	\$799 / month	\$1,299 / month
Price per year	\$4,990 / year (2 months for free)	\$6,990 / year (3 months for free)	\$9,990 / year (4 months for free)
Number of projects	up to 5 projects / month	6–10 projects / month	Unlimited number of projects
Unlimited Desktop & Web licenses	+	+	+
Technical support	+	+	+
Installation of all font updates and extensions	+	+	+
Adding logos to the font		+	+
Unlimited license for video broadcasting			+
Font customization			+

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.

ВКОНТАКТЕ

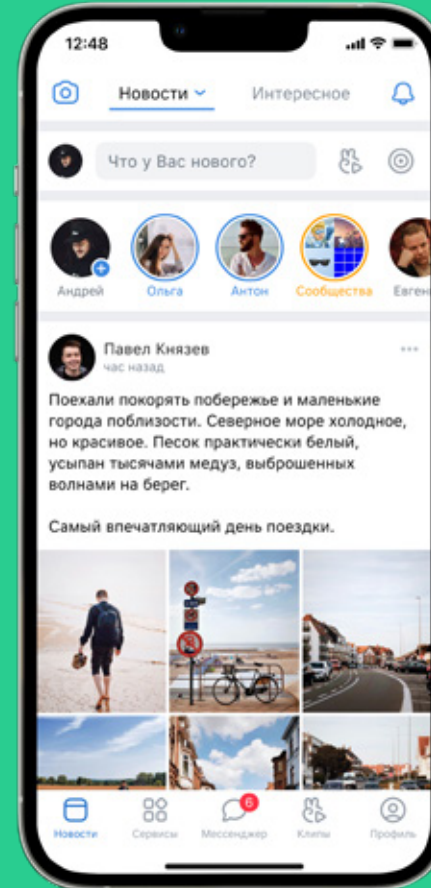
- Developed a font family.
- 5 heading faces for all visual communication materials and logos.
- 5 text faces for use on the website and in interfaces.

Light
Regular
VK Sans Medium
DemiBold
Bold

 ВКОНТАКТЕ

 еда ВКОНТАКТЕ

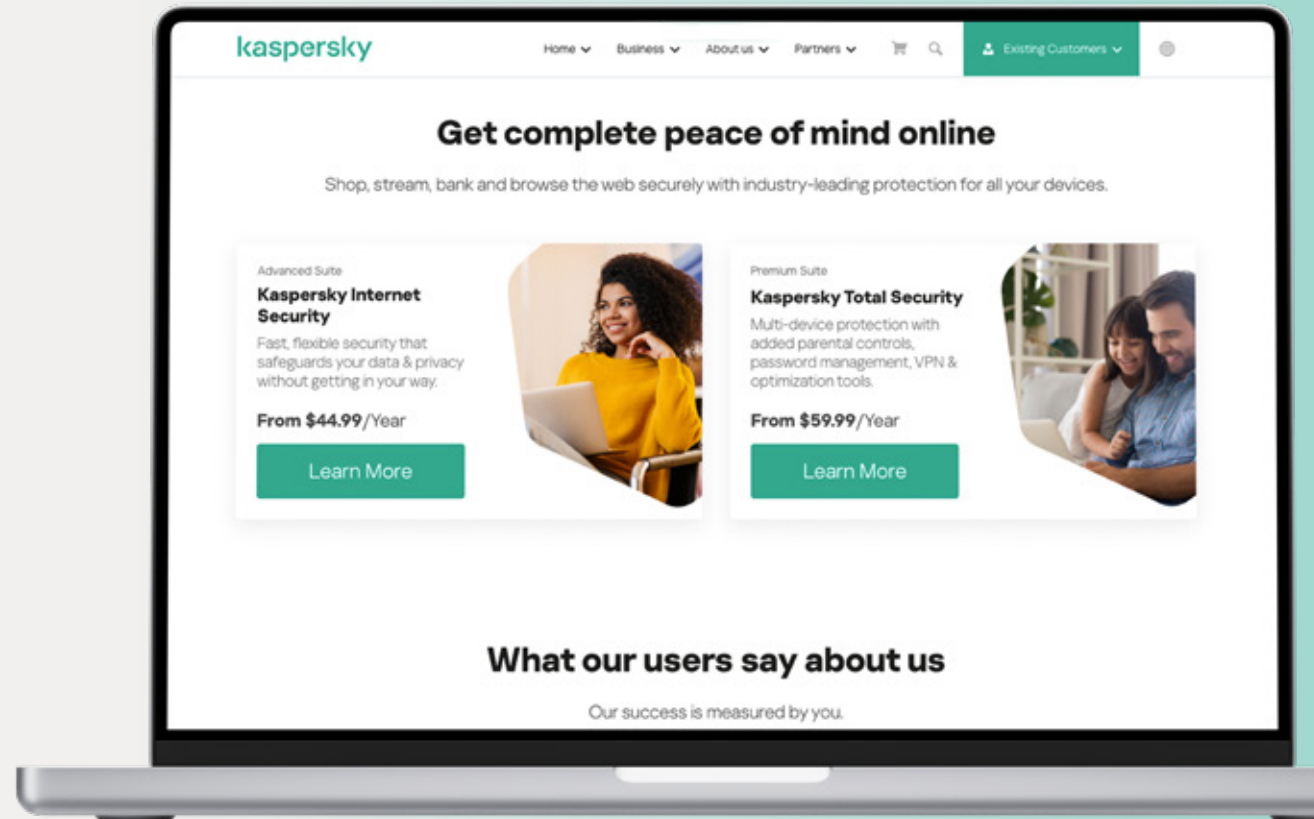
 ТАКСИ ВКОНТАКТЕ



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.

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.

true.

Our work What we do Articles



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

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

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: typtype.org**

Your personal manager

Elena Brishten

Customer department specialist
commercial@typetype.org

typetype.org

Instagram Facebook Behance