



Prototipo lets designers create bespoke fonts

Prototipo is the first web app allowing people to create unique identities with bespoke fonts.

— **Creating custom fonts has never been easier**

A custom font conveys a company's heritage and values. It is a priceless investment lasting the brand's lifetime. The web application Prototipo gives the ability to **create custom fonts and export them to use everywhere** (desktop applications, websites...). After choosing one of the four templates available (designed by the international foundry Production Type) **users can design their own font by moving over 30 sliders** (x-height, curves of the serifs, width...).

The **changes apply live on each character of the Latin alphabet.**



Thanks to its “Glyphs individualisation” and “Manual editing” features, the app gives users a high degree of customisation. Prototipo allows them to **create a fully functional font without using any other software.**

— **An outstanding technology**

Based on the **parametric fonts technology** that uses algorithms to generate letters, Prototipo **automates the repetitive tasks** specific to type design.

Beyond its primarily “web-app use”, **Prototipo's engine has an infinite range of applications.** Think shop windows that react according to the movements of passers-by, data visualisation that mixes info and text or websites with readability and accessibility enhanced for visually impaired people.

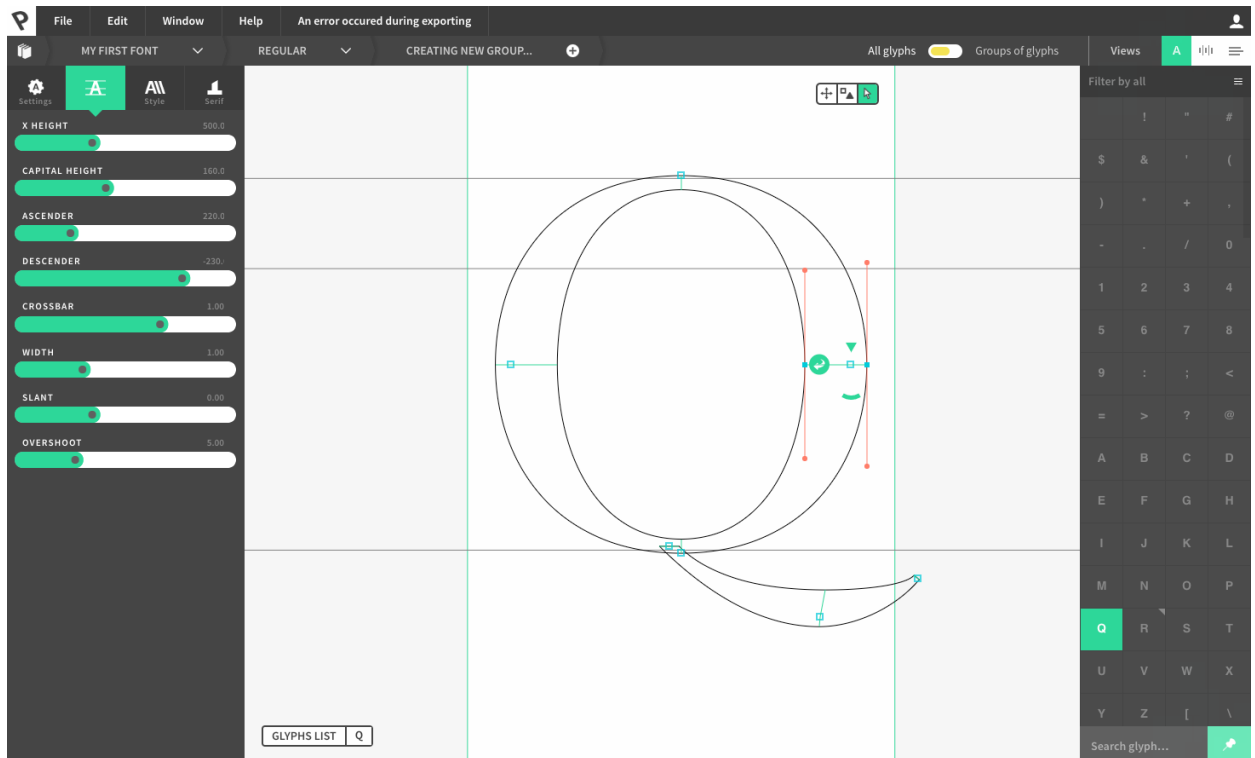


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— Press release
Feb. 2017



Creating intelligent fonts capable of fitting all types of uses and media is now a reality.

— **A constant pursuit of improvement**

In June 2017 **Prototipo sparked a global excitement**, turning the latest Google font, “Spectral”, into a parametric template. This **first ever parametric Google font is now exclusively available in Prototipo**. Other significant additions are under development, including **a parametric fonts builder** that will let advanced users create their own font template. A **Cyrillic alphabet adaptation** will be released by the end of the year.

— **About Prototipo**

Created in May 2013 in Lyon – France, Prototipo gathers a team of experts in type, graphic design and code. Its unique font creation service is used by more than **35K designers coming from over 130 countries**.

More info on Prototipo’s website: www.prototipo.io

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P.S.: If you want to use the live-tester on your blog, feel free to use the iframe:

`<iframe src=«https://iframe.prototipo.io» width=720» height=«370»></iframe>`

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