

TT Norms

Design	TypeType
Release Date	May 30, 2017
Publisher	TypeType
Styles	18 styles
File Formats	otf, ttf, woff, eot, svg

About TT Norms

Working on TT Norms font family, we've aimed to create a modern geometric grotesk with the widest implementation range, a reliable work horse. This concept is reflected in the name of the font family TT Norms (Norm – from English norm, standard).

The basis for TT Norms is the classic type character proportions. We've been especially careful working on geometry of each glyph, both from the point of view of visual correctness and forms continuity.

The main version of TT Norms is of a neutral nature, which becomes more humanistic when stylistic alternates are on. Nine weights and nine corresponding true italics, a large number of ligatures, and broad support of Open-Type features (ordn, case, frac, sinf, sups, dnom, numr, tnum, pnum, liga, salt) allow to easily adapt the font family for different purposes. TT Norms works equally well in large text arrays and in small headings, and it is "the one" universal geometric grotesk.

1 2 3

TT Norms Regular 190 pt

A a B b

Styles

TT Norms is available in 9 weights (Thin, ExtraLight, Light, Regular, Medium, Bold, ExtraBold, Black and Heavy) and 9 true matching italics.

Weights

TT Norms Thin

TT Norms ExtraLight

TT Norms Light

TT Norms Regular

TT Norms Medium

TT Norms Bold

TT Norms ExtraBold

TT Norms Black

TT Norms Heavy

Italics

TT Norms Thin Italic

TT Norms ExtraLight Italic

TT Norms Light Italic

TT Norms Italic

TT Norms Medium Italic

TT Norms Bold Italic

TT Norms ExtraBold Italic

TT Norms Black Italic

TT Norms Heavy Italic

Examples

The bark of all birches is characteristically marked with long, horizontal lenticels, and often separates into thin, papery plates, especially upon the paper birch.

TT Norms Thin 16 pt

The buds form early and are full grown by midsummer, all are lateral, no terminal bud is formed; the branch is prolonged by the upper lateral bud.

TT Norms ExtraLight 16 pt

The simple leaves are alternate, singly or doubly serrate, feather-veined. They often appear in pairs, but these pairs are really borne on spur-like, two-leaved.

TT Norms Light 16 pt

*A birch is a thin-leaved deciduous hardwood tree of the genus *Betula*, in the family *Betulaceae*, which also includes alders, hazels, and hornbeams.*

TT Norms Thin Italic 16 pt

They are a typically rather short-lived pioneer species widespread in the Northern Hemisphere, particularly in northern temperate and boreal climates.

TT Norms ExtraLight Italic 16 pt

Each scale bears two bractlets and three sterile flowers, each flower consisting of a sessile, membranaceous, usually two-lobed, calyx.

TT Norms Light Italic 16 pt

Examples

Each calyx bears four short filaments with one-celled anthers or strictly, two filaments divided into two branches, each bearing a half-anther.

TT Norms Regular 16 pt

In the British Isles, there is some difference between the environments of *Betula pendula* and *Betula pubescens*, and some hybridization.

TT Norms Medium 16 pt

Extracts of birch are used for flavoring or leather oil, and in cosmetics. In the past, commercial oil of wintergreen was made from the sweet birch.

TT Norms Bold 16 pt

They are regarded as pioneer species, rapidly colonising open ground especially in secondary successional sequences following a disturbance or fire.

TT Norms Italic 16 pt

*The highly decorative Masur birch, from *Betula verrucosa* var. *carelica*, has ripple textures combined with attractive dark streaks and lines.*

TT Norms Medium Italic 16 pt

Birch plywood is made from laminations of birch veneer. Birch plywood is used to make skateboard) giving it a strong yet flexible ride.

TT Norms Bold Italic 16 pt

Examples

Birch-tar or Russian oil extracted from birch bark is thermoplastic and waterproof; it was used as a glue on, for example, arrows.

TT Norms ExtraBold 16 pt

The wood of all the species is close-grained with satiny texture, and capable of taking a fine polish; its fuel value is fair.

TT Norms Black 16 pt

Birch wood is fine-grained and pale in colour, often with an attractive satin-like sheen.

TT Norms Heavy 16 pt

Because of the hardness of birch, it is easier to shape it with power tools, as it is quite difficult to work it with hand tools.

TT Norms ExtraBold Italic 16 pt

The generic name betula is from Latin, which is a diminutive borrowed from Gaulish betua (cf. Old Irish bethe, Welsh bedw).

TT Norms Black Italic 16 pt

It is also used (often in very thin grades with many laminations) for making model aircraft.

TT Norms Heavy Italic 16 pt

Supported languages

TT Norms supports more than 72 languages including Western, Central, Northern European languages and most of cyrillic.

Albanian	Filipino	Macedonian	Spanish
Basque	Finnish	Moldavian	Swahili
Belarusian	French	Norwegian	Swedish
Bosnian	Gaelic	Polish	Turkish
Breton	German	Portuguese	Turkmen (Latin)
Corsican	Hungarian	Romanian	Ukrainian
Croatian	Icelandic	Russian	Wales
Czech	Indonesian	Sámi (Lule, Southern)	Zulu
Danish	Irish	Serbian	and others
English	Italian	Slovak	
Estonian	Latvian	Slovenian	
Faroese	Lithuanian		

Берёзу обычно
перерабатывают
в шпон и фанеру.
Фанера и цельная
древесина приме-
няются для изго-
товления мебели.

Languages

Bei vielen Birken-Arten ist die Borke besonders auffällig, ihre Farbe reicht von fast Schwarz über Dunkel- und Hellbraun bis Weiß; sie ist anfangs glatt, später lösen sich dünne, oft papierartige Stücke ab, schließlich reißt sie horizontal auf. Es sind oft deutliche, meist dunkle Lentizellen vorhanden, die sich manchmal horizontal vergrößern.

German

Stromy či keře různého vzrůstu, od plazivých keřů v subarktické oblasti až po vysoké stromy mírného pásma. Kůra (borka) bývá v mládí hladká, u většiny druhů světlá až bělavá nebo bílá, u některých druhů i tmavá, hnědá až hnědočerná. Květenství pohlavně rozdělená jsou na jehnědy. Plody jsou okřídlené nažky s jedním semenem.

Czech

Bjørka forekommer over hele Norge, og danner skoggrense mot fjellet og den arktiske skoggrensa mot tundraen. Verdens nordligste forekomst av bjørk finnes i Oksvågdalen i Lebesby kommune i Finnmark. Treet trives med mye lys og lett fuktig jord. Artene krysser lett seg imellom, og det finnes et utall overgangsformer.

Norwegian

Daudzas bērza daļas tiek izmantotas saimniecībā: koksne, miza, tāss (mizas ārējā kārtā), kā arī bērzu sula. Bērza pumpuri un lapas tiek izmantoti medicīnā. Dažas sugas tiek izmantotas arī lauku aizsardzībā un dāļdzārnniecībā. Bērziem ir arī nozīmīga loma slāvu, skandināvu, kā arī latviešu tautas tradīcijās. Lapas veselas ar zobainu malu.

Latvian

möst
ñěcěssăry
lāṅgŭåğęs
şùppôrt

TT Norms Medium 100 pt

Glyphs

OpenType Features

Standard Ligatures

ff fi ffi

Discretionary Ligatures

ij ft fl ct st sp

Numerators, Denominators

H⁰¹²³⁴⁵⁶⁷⁸⁹ H₀₁₂₃₄₅₆₇₈₉

Superscripts, Subscripts

H⁰¹²³⁴⁵⁶⁷⁸⁹ H₀₁₂₃₄₅₆₇₈₉

Fractions, Ordinals

½ ¼ ¾^{o a}

Proportional Lining

0123456789

Tabular Lining

0123456789

Proportional Oldstyle

o123456789

Tabular Oldstyle

o123456789

Case Sensitive

H[](){}i¿«»‹›---·@

Alternates

ìíîïïīīıłłłļaáâäåãäåuùúûüúūųųÿýÿÿ

Basic characters

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

TT Norms Medium 65 pt

Examples

TT Norms
Regular 42 pt

Birch wood is fine-grained and pale in colour, often with an attractive satin-like sheen.

TT Norms
Regular 32 pt

White-barked birches in particular are cultivated as ornamental trees, largely for their appearance in winter.

Examples

TT Norms
Regular 24 pt

Birch sap can be used to make birch syrup, which is used for pancakes and waffles. Birch wood can be used to smoke foods.

TT Norms
Regular 18 pt

Wood pulp made from birch gives relatively long and slender fibres for a hardwood. The thin walls cause the fibre to collapse upon drying, giving a paper with low bulk and low opacity.

TT Norms
Regular 12 pt

Birch is also associated with the feast of Pentecost in Central and Eastern Europe and Siberia, where its branches are used as decoration for churches and homes on this day. Ground birch bark, fermented in sea water, is used for seasoning the woolen, hemp or linen sails and hemp rope of traditional Norwegian boats.

TT Norms
Regular 8 pt

Many Native Americans in the United States prized the birch for its bark, which because of its light weight, flexibility, and the ease with which it could be stripped from fallen trees, was often used for the construction of strong, waterproof but lightweight canoes, bowls, and wigwams. The Hughes H-4 Hercules was made mostly of birch wood.

Ö

S

T

TT Norms
Medium 160 pt

E

R

S

U

N

D

Opentype features

Deactivated

Activated

Proportional Lining

0123456789

0123456789

Tabular Lining

0123456789

0123456789

Proportional Oldstyle

0123456789

o123456789

Tabular Oldstyle

0123456789

o123456789

Numerators

H0123456789

H⁰¹²³⁴⁵⁶⁷⁸⁹

Denominators

H0123456789

H₀₁₂₃₄₅₆₇₈₉

Superscripts

H0123456789

H⁰¹²³⁴⁵⁶⁷⁸⁹

Subscripts

H0123456789

H₀₁₂₃₄₅₆₇₈₉

Fractions

1/2 1/4 3/4

½ ¼ ¾

Ordinals

2^{ao}2^{ao}

Case Sensitive

{([H])}

{([H])}

Alternates

ayyŷull

ayyŷulI

Standard Ligatures

ff fi ffi

ff fi ffi

Discretionary Ligatures

ij ft fl ct st sp

ij ft fl ct st sp

Ordinals

In Spanish, Portuguese, Italian and Galician, the ordinal indicators ° and ª are appended to the numeral depending on whether the grammatical gender is masculine or feminine respectively. These suffixes are often underlined as well, though in regard to digital typography, this will depend on the font used.

20 - 2°

Secondo
(italian)

1ª - 1ª

Prima
(italian)

Discretionary Ligatures

ct – ct

Baltic birch is among the most sought-after wood in the manufacture of speaker cabinets. Birch has a natural resonance that peaks in the high and low frequencies, which are also the hardest for speakers to reproduce. This resonance compensates for the roll-off of low and high frequencies.

Stylistic Alternates

au – au

In India, the birch holds great historical significance in the culture of North India, where the thin bark coming off in winter was extensively used as writing paper. Birch paper is exceptionally durable and was the material used for many ancient Indian texts.

Fractions

 $1/4 - 1/4$

A common, vulgar, or simple fraction (e.g. $1/2$ and $1/4$) consists of an integer numerator and a denominator. For example, in the fraction $3/4$, the numerator, 3, tells us that the fraction represents 3 equal parts, and the denominator, 4, tells us that 4 parts make up a whole.

Tabular Figures

Tabular figures have the same total width, so they don't mix with each other. The consistent width allows tabular numerals to align vertically in financial statements, catalogs, tables, technical notes, and annual reports, or other columns of figures.



About TypeType

TypeType company was founded in 2013 by Ivan Gladkikh, a type designer with a 10-year experience and Alexander Kudryavtsev an experienced manager. In the past 3 years we've released more than 40 font families, and the company has turned into a type foundry with a harmonious team.

Our mission is to create and distribute only carefully drawn, thoroughly tested, and perfectly optimized typefaces which are available to a wide range of customers.

Our team unites people who represent different countries and continents. Thanks to such cultural diversity, our projects are truly unique and global.

Contact us

TypeType Foundry
197101, Russia, St. Petersburg
Chapaeva st., 28A, office 23, 24

info@typetype.ru
www.typetype.ru

Copyright © TypeType Foundry 2013–2017.

All rights reserved.

For more information about our fonts
please visit TypeType Foundry website
www.typetype.ru