

2023

TT RUNS



The TT Runs project started out as an idea to create a contemporary wide geometric sans serif font that would embody a sporty vibe and look good on sportswear. Before starting the development, we researched the identities of various Olympic venues and traced the evolution of "sporty" fonts through different eras and continents.

We created a font that works well on both athletic and casual sportswear. This decision has influenced TT Runs greatly, and it acquired wide and a bit stretched proportions and reverse contrast of some characters' forms in relation to the vertical direction. It has also influenced such character's deformation and the overall letterform construction.

The typeface design in the updated version stayed the same: the proportions and a significant height of lowercase letters that increases from light to bold font styles. As in the previous version, the design of certain characters changes in the DemiBold typeface. For example, the vertical stroke in bold styles for characters capped by a dot forms an arc.

We have improved the font's functionality by significantly expanding the character set in every style and perfecting the font's technical component.

→ The updated TT Runs includes 19 font styles: 9 roman, 9 italic, and one variable font.

→ The new variable font has united the roman and italic font styles and now changes on the axes of weight and slope.

→ Each font style consists of 917 characters, including the characters from expanded Cyrillic and Latin alphabets, new currency symbols, digits, and numerators.

→ Two new features have been added, and now the number of OpenType features is 31.

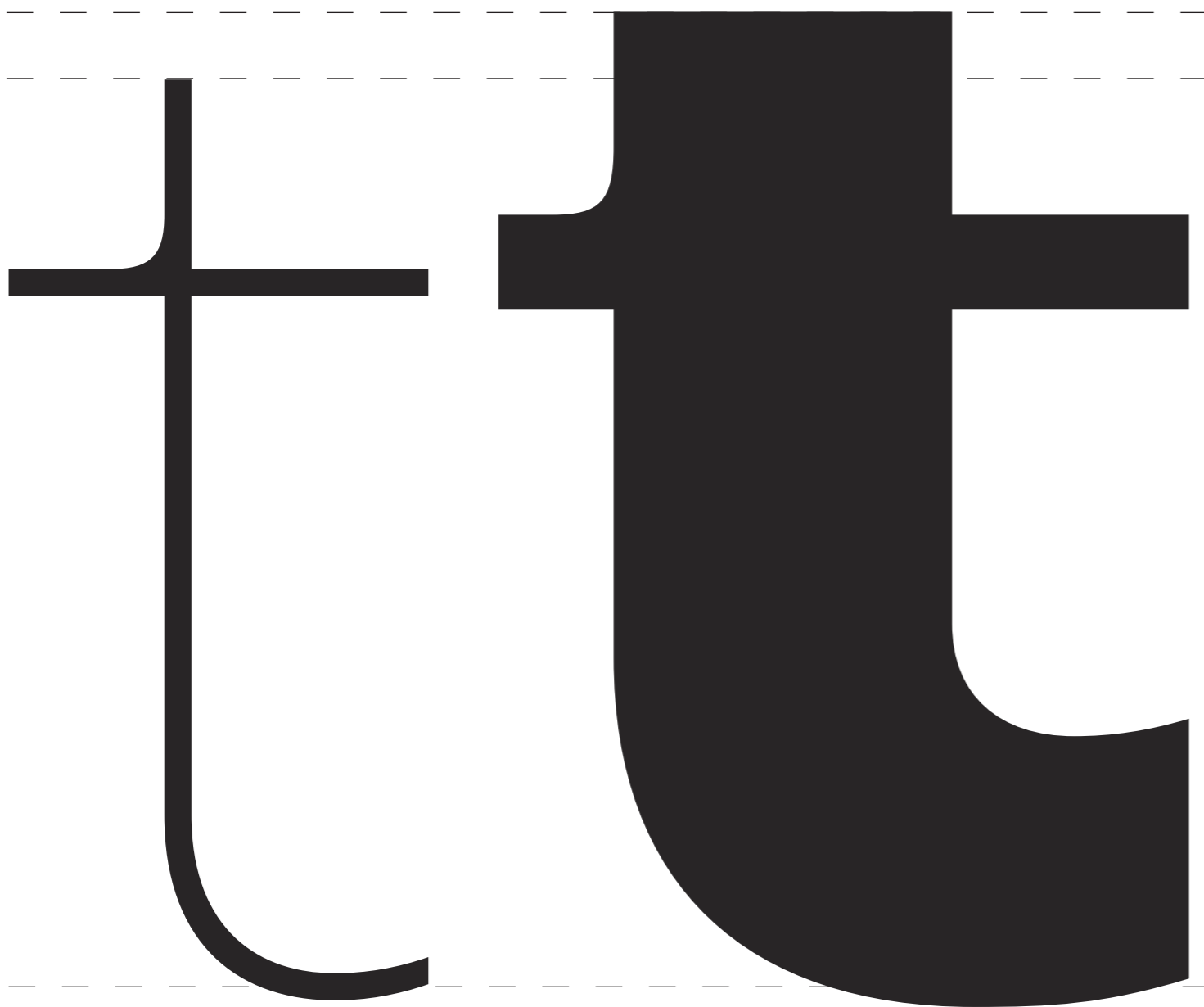
TT Runs remains a perfect choice for sportswear. Whether on banners or in blocks of text, its aesthetics make it well-suited for clothing brands and signs.

BRUN

TT Runs is very versatile: on the one hand, it is a regular sans serif that can be used even in a large text array, and on the other hand, it is a bright display typeface with irregular proportions of characters that looks great even in large headings.

A striking feature of the typeface is the difference between the top and bottom, the so-called inverse contrast of the shape relative to the vertical line, which is especially noticeable in uppercase characters (for example, in the letters K, C, S, R). In lowercase characters, everything is calmer and more traditional, the reverse contrast of the forms relative to the vertical line is greatly softened and

almost invisible. The main visual features of the typeface also include a large vertical height of lowercase characters. Moreover, the bolder the weight of the style, the taller the height of the lowercase character becomes. In addition, when the DemiBold weight is reached, the design of some characters changes, for example, a vertical stroke in bold for characters with a dot at the top bends into an arc.



TT Runs
Thin 620 pt

TT Runs
Black 620 pt

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWw
XxYyZz

TT Norms®
Regular 48 pt

**AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWw
XxYyZz**

TT Runs
Regular 48 pt

1	Thin	<i>Italic</i>
2	Ex.Light	<i>Italic</i>
3	Light	<i>Italic</i>
4	Regular	<i>Italic</i>
5	Medium	<i>Italic</i>
6	D.Bold	<i>Italic</i>
7	Bold	<i>Italic</i>
8	Ex.Bold	<i>Italic</i>
9	Black	<i>Italic</i>

48 PT

Stride rate and types

24 PT

Exercise physiologists have found that the stride rates are consistent, between 185 and 200 steps per minute.

18 PT

The main difference between long- and short-distance runners is the length of stride rather than the rate of stride. During running, the speed may be calculated by multiplying the cadence by the stride length.

12 PT

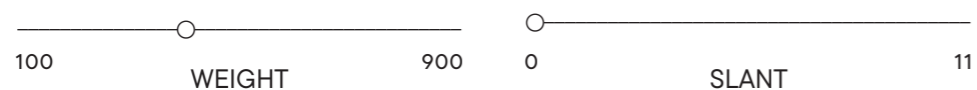
Running is often measured in terms of pace, expressed in units of minutes per mile or minutes per kilometer [the inverse of speed, in mph or km/h]. Some coaches advocate training at a combination of specific paces related to one's fitness in order to stimulate various physiological improvements. Different types of stride are necessary for different types of running.

8 PT

While there exists the potential for injury while running [just as there is in any sport], there are many benefits. Some of these benefits include potential weight loss, improved cardiovascular and respiratory health [reducing the risk of cardiovascular and respiratory diseases], improved cardiovascular fitness, reduced total blood cholesterol, strengthening of bones [and potentially increased bone density], possible strengthening of the immune system and an improved self-esteem and emotional state.

TT Runs includes a variable font with two axes of variation: weight and slant. To use the variable font with 2 variable axes on Mac you will need MacOS 10.14 or higher. An important clarification — not all programs support variable technologies yet, you can check the support status here: v-fonts.com/support/.

variable



TT Runs
Variable 180 pt

24 PT

History of physical training and fitness. It is thought that human running evolved at least four and a half million years ago out of the ability of the ape-like Australopithecus, an early ancestor of humans, to walk upright on two legs.

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of activity [Bramble & Lieberman 2004, et al.]. The theory as first proposed used comparative physiological evidence and the natural habits of animals when running, indicating the likelihood of this activity as a successful hunting method. Further evidence from observation of modern-day hunting practices also indicated this likelihood [Carrier et al. 1984].

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Running gait can be divided into two phases regarding the lower extremity: stance and swing. These can be further divided into absorption, propulsion, initial swing, and terminal swing. Due to the continuous nature of running gait, no certain point is assumed to be the beginning. However, for simplicity, it will be assumed that absorption and footstrike mark the beginning of the running cycle in a body already in motion. Footstrike occurs when a plantar portion of the foot makes initial contact with

the ground. Common footstrike types include forefoot, midfoot, and heel strike types. These are characterized by initial contact of the ball of the foot, ball and heel of the foot simultaneously and heel of the foot respectively. During this time, the hip joint is undergoing extension from being in maximal flexion from the previous swing phase. For proper force absorption, the knee joint should be flexed upon the footstrike, and the ankle should be slightly in front of the body.[27] Footstrike begins

the absorption phase as forces from initial contact are attenuated throughout the lower extremity. Absorption of forces continues as the body moves from footstrike to midstance due to vertical propulsion from the toe-off during a previous gait cycle.

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Thin

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TT Runs supports more than 240 languages including Northern, Western, Central European languages, most of Cyrillic.

CYRILLIC

Russian, Belarusian, Bosnian, Bulgarian, Macedonian, Serbian, Ukrainian, Gagauz, Moldavian, Kazakh, Kirghiz, Tadjik, Turkmen, Uzbek, Azerbaijan, Lezgian, Abazini, Agul, Archi, Avar, Dargwa, Ingush, Kabardian, Kabardino-Cherkess, Karachay-Balkar, Khvarshi, Kumyk, Lak, Nogai, Rutul, Tabasaran, Tsakhur, Buryat, Komi-Permyak, Komi-Yazva, Komi-Zyrian, Shor, Siberian Tatar, Tofalar, Touva, Bashkir, Chechen, Chuvash, Erzya, Kryashen Tatar, Mordvin-moksha, Tatar Volgaic, Uighur, Rusyn, Karaim, Montenegrin, Romani, Dungan, Karakalpak, Shughni, Mongolian, Adyghe, Kalmyk, Talysh

LATIN

English, Albanian, Basque, Catalan, Croatian, Czech, Danish, Dutch, Estonian, Finnish, French, German, Hungarian, Icelandic, Irish, Italian, Latvian, Lithuanian, Luxembourgish, Maltese, Moldavian, Montenegrin, Norwegian, Polish, Portuguese, Romanian, Serbian, Slovak, Slovenian, Spanish, Swedish, Swiss German, Valencian, Azerbaijani, Kazakh, Turkish, Uzbek, Acehnese, Banjar, Betawi, Bislama, Boholano, Cebuano, Chamorro, Fijian, Filipino, Hiri Motu, Ilocano, Indonesian, Javanese, Khasi, Malay, Marshallese, Minangkabau, Nauruan, Nias, Palauan, Rohingya, Salar, Samoan, Sasak, Sundanese, Tagalog, Tahitian, Tetum, Tok Pisin, Tongan, Uyghur, Afar, Asu, Aymara, Bemba, Bena, Chichewa, Chiga, Embu, Gikuyu, Gusii, Jola-Fonyi, Kabuverdianu, Kalenjin, Kamba, Kikuyu, Kinyarwanda, Kirundi, Kongo, Luba-Kasai, Luganda, Luo, Luyia, Machame, Makhuwa-Meetto, Makonde, Malagasy, Mauritian Creole, Meru, Morisyen, Ndebele, Nyankole, Oromo, Rombo, Rundi, Rwa, Samburu, Sango, Sangu, Sena, Seychellois Creole, Shambala, Shona, Soga, Somali, Sotho, Swahili, Swazi, Taita, Teso, Tsonga, Tswana, Vunjo, Wolof, Xhosa, Zulu, Ganda, Maori, Alsatian, Aragonese, Arumanian, Asturian, Belarusian, Bosnian, Breton, Bulgarian, Colognian, Cornish, Corsican, Esperanto, Faroese, Frisian, Friulian, Gaelic, Gagauz, Galician, Interlingua, Judaeo-Spanish, Karaim, Kashubian, Ladin, Leonese, Manx, Occitan, Rheto-Romance, Romansh, Scots, Silesian, Sorbian, Vastese, Volapük, Võro, Walloon, Walser, Welsh, Karakalpak, Kurdish, Talysh, Tsakhur (Azerbaijan), Turkmen, Zaza, Aleut, Cree, Haitian Creole, Hawaiian, Innu-aimun, Lakota, Karachay-Balkar, Karelian, Livvi-Karelian, Ludic, Tatar, Vepsian, Guarani, Nahuatl, Quechua

šùppôrt
øf māány
föřěigñ
lăṅguåǵes

SPANISH

Como deporte forma un conjunto de disciplinas del atletismo, donde se busca determinar cuál de los competidores corre determinada distancia en el menor tiempo. Las carreras se dividen en tres categorías: de mediofondo y de fondo.

FRENCH

La course à pied est, avec la marche, l'un des deux modes de locomotion bipèdes de l'être humain. Caractérisée par une phase de suspension durant laquelle aucun des deux pieds ne touche le sol, elle permet un déplacement plus économe.

RUSSIAN

Для бега характерен, в целом, тот же цикл движений, что и при ходьбе, те же действующие силы и функциональные группы мышц. Отличием бега от ходьбы является отсутствие при беге фазы двойной опоры.

BULGARIAN

Бягането е основен елемент, както на спорт, носещ същото название, така и на различни видове спортно бягане с тренировъчен или състезателен характер – джогинг, спринт, марафон, триатлон, лека атлетика.

FINNISH

Juoksu määritellään tavaksi liikkua kävelyä nopeammin pikaisin askelin siten, että ihmisellä molemmat jalat ovat ilmassa ennen kuin seuraavaksi askeltava jalka osuu maahan. Juoksu on myös suosittu tapa kuntoilla ja urheilla.

SWEDISH

Löpning är en kroppsaktivitet som går ut på att förflytta sig snabbt med hjälp av benen. Löpning utförs både som motionsidrott och som idrottsgren med ett antal tävlingsdistanser i friidrott och terränglöpning.



BASIC CHARACTERS

A B C D E F G H I J
 K L M N O P Q R S
 T U V W X Y Z
 a b c d e f g h i j k l m n
 o p q r s t u v w x y z
 0 1 2 3 4 5 6 7 8 9

BASIC CYRILLIC

А Б В Г Д Е Ё Ж З И
 Й К Л М Н О П Р С
 Т У Ф Х Ц Ч Ш Щ
 Ъ Ы І Э Ю Я
 а б в г д е ё ж з и й к
 л м н о п р с т у ф х
 ц ч ш щ ъ ы і э ю я



OPENTYPE FEATURES

TT RUNS



TABULAR FIGURES

1234567890

1234567890

TABULAR OLDSTYLE

1234567890

1 2 3 4 5 6 7 8 9 0

PROPORTIONAL OLDSTYLE

1234567890

1234567890

NUMERATORS

H12345

H¹²³⁴⁵

DENOMINATORS

H12345

H₁₂₃₄₅

SUPERSCRIPTS

H12345

H¹²³⁴⁵

SUBSCRIPTS

H12345

H₁₂₃₄₅

FRACTIONS

1/2 3/4

½ ¾

ORDINALS

2ao

2^{ao}

CASE SENSITIVE

[[[H]]]

[[[H]]]

STANDARD LIGATURES

ff ffi fi

ff ffi fi

DISCRETIONARY LIGATURES

FOR HE THE

FOR HE THE

SS01 – Alternative a, g, l, y

agly

agly

SS02 – White Circled Numbers

12345

① ② ③ ④ ⑤

SS03 – Double Circled Numbers

12345

① ② ③ ④ ⑤

SS04 – Black Circled Numbers

12345

① ② ③ ④ ⑤

TT RUNS

OPENTYPE FEATURES



SS05 – Bashkir localization

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ҒҘҜ

SS06 – Chuvash localization

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SS07 – Bulgarian localization

ДЛФВГДЖЗИ

ДЛФВГДЖЗИ

SS08 – Romanian Comma Accent

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SS09 – Dutch IJ

IJ ij

IJ ij

SS10 – Catalan Ldot

L· l·

L· l·

SS11 – Turkish i

i

i

SS12 – Serbian localization

Ђ

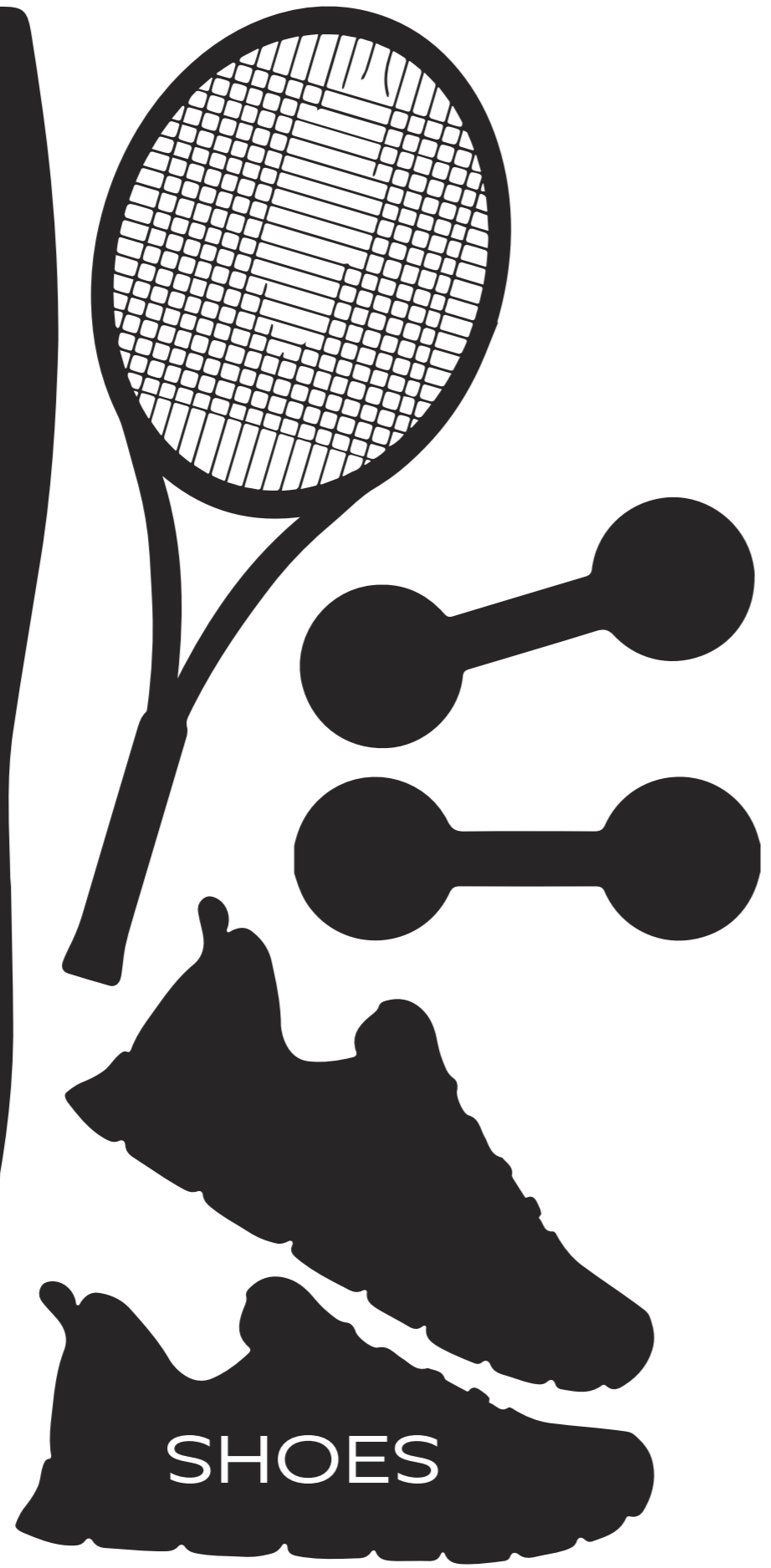
Ђ



SPORT UNIFORM



SHOES



BOTTLES



GYM EQUIPMENT

PACKAGE



TypeType company was founded in 2013 by Ivan Gladkikh, a type designer with a 10 years' experience, and Alexander Kudryavtsev, an experienced manager. Over the past 10 years we've released more than 75+ families, and the company has turned into a type foundry with a dedicated team.

Our mission is to create and distribute only carefully drawn, thoroughly tested, and perfectly optimized type-faces that are available to a wide range of customers.

Our team brings together people from different countries and continents. This cultural diversity helps us to create truly unique and comprehensive projects.

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