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2023

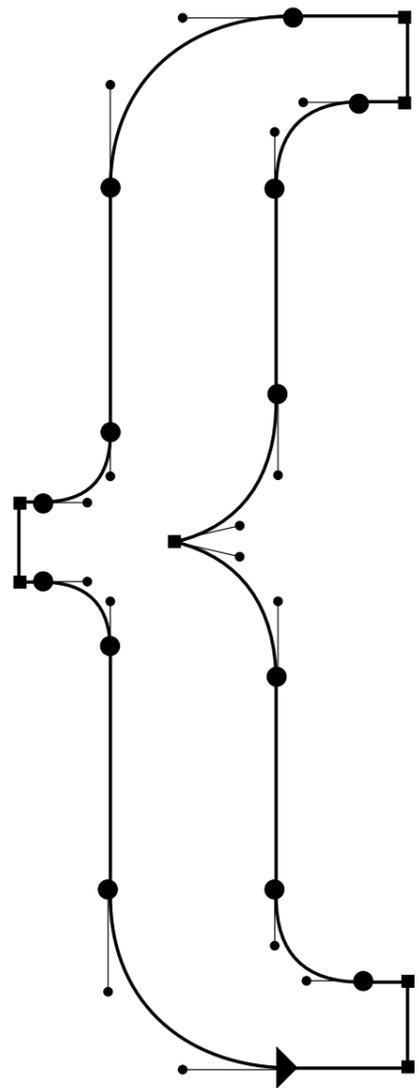
TT Norms®
Pro Serif



TT Norms® Pro Serif, version 1.100! The updated font now has new OpenType features and localization for the Serbian and Bulgarian languages.

TT Norms® Pro Serif is a functional serif based on our studio's main bestseller—the versatile sans serif TT Norms® Pro. Together, they form an ideal font pair. Although these typefaces are made for each other, they can easily be used independently and paired with other fonts.

TT Norms® Pro Serif, version 1.100, consists of 24 font styles: 11 roman, 11 italic, and 2 variable fonts (one for the roman font styles and another—for italics), 1380 glyphs in each font style and 31 OpenType features, including options for localization.



N O R

TT Norms Pro Serif
Bold 458 pt

So, TT Norms® Pro Serif is a self-sufficient and elegant serif, neutral at the same time. It is easy to recognize due to its gentle proportion dynamics, open aperture, slanted oval axis, and low stroke contrast. Another distinctive feature of this font is brutal serifs that adjust in length according to the weight of the font.

As well as TT Norms Pro, there are Italic font styles in TT Norms® Pro Serif. However, for this serif, we have designed true italics instead of simple slanted font styles. Their key feature is the ability of the lowercase letterforms to change in reference to the roman font styles. They become more rounded, moving towards handwritten shapes. The nature of the italics turned out sharper than that of the roman font

styles. It can be used to place accents that would attract attention without interfering with the process of reading.

TT Norms® Pro Serif is capable of solving multiple design tasks. It is highly readable, which makes it convenient for small point sizes. This serif's application range is broad and diverse: it can be used for websites, printed materials, and packaging design. The font is well-suited for projects in the domains of culture, art, history, or literature and can be implemented into the designs of signs, posters, or premium products and services.



TT Norms Pro Serif
Regular 310 pt

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Regular 310 pt

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789@#%&*!?
абвгдеёжз + lăťjň

TT Norms Pro Serif
Regular 48 pt

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789 @#%&*!?
абвгдеёжз + lăťjň

TT Norms Pro
Regular 48 pt

| | | |
|----|------------|---------------|
| 1 | Thin | <i>Italic</i> |
| 2 | ExtraLight | <i>Italic</i> |
| 3 | Light | <i>Italic</i> |
| 4 | Regular | <i>Italic</i> |
| 5 | Normal | <i>Italic</i> |
| 6 | Medium | <i>Italic</i> |
| 7 | DemiBold | <i>Italic</i> |
| 8 | Bold | <i>Italic</i> |
| 9 | ExtraBold | <i>Italic</i> |
| 10 | Black | <i>Italic</i> |
| 11 | Ex.Black | <i>Italic</i> |

48 PT

Pure gold is a soft metal

24 PT

The reddish hue of some gold products, such as coins, is given by impurities of other metals, in particular copper. In films, gold shows through green.

18 PT

Gold has high thermal conductivity and low electrical resistance. It is a very heavy metal: the density of pure gold is 19.32 g/cm³ (a ball of pure gold with a diameter of 46.237 mm has a mass of 1 kg). Among metals, it ranks seventh in density after osmium, iridium.

12 PT

The high density of gold makes it easier to extract, which is why even simple technological processes—for example, washing at sluices—can provide a high degree of gold recovery from the washed rock. Gold is a very soft metal: hardness on the Mohs scale is ~2.5, on the Brinell scale 220-250 MPa (comparable to the hardness of a fingernail). Gold is a very soft metal: hardness on the Mohs scale is ~2.5, on the Brinell scale 220-250 MPa.

8 PT

Gold's charge number 79 makes it one of the highest number of proton elements found in nature. It was previously assumed that gold was formed during the nucleosynthesis of supernovae, but the new theory suggests that gold and other elements heavier than iron were formed as a result of the destruction of neutron stars. Satellite spectrometers are only able to detect the gold being formed only indirectly, "we have no direct spectroscopic evidence that such elements are actually formed." According to this theory, as a result of the explosion of a neutron star, metal-containing dust.

TT Norms® Pro Serif has 2 variable fonts (one for the roman font styles and another—for italics). To use the variable font on Mac you must have MacOS 10.14 or a newer version. An important clarification—not all programs support variable technologies yet, you can check the support status here: v-fonts.com/support/.

aaaaaa

100  950
WEIGHT

TT Norms Pro Serif
Variable Roman 180 pt

aaaaaa

100  950
WEIGHT

TT Norms Pro Serif
Variable Italic 180 pt

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TT Norms Pro Serif
Thin

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It all started not far from Sutter's sawmill near the town of Coloma. On January 24, 1848, James W. Marshall, working for John Sutter, discovered grains of gold in a water wheel on the South Branch of the American River. He took the find to Sutter, and the two of them carefully checked the metal, making sure that it was gold. Sutter was very concerned and wanted this information to remain secret, because he was afraid that his agricultural business would suffer if a massive search for gold began. However, rumors soon

spread, which were confirmed March 1848 by newspaper publisher and merchant Samuel Brennan from San Francisco. After he opened his gold trading business, he walked the streets of San Francisco holding a vial of the precious metal over his head, exclaiming "Gold! Gold! Gold from the American River." After this, many California families who had previously been farmers decided to go in search of gold, becoming the first prospectors. On August 19, 1848, the then largest newspaper on the East Coast, the New York Her-

ald, reported the beginning of a gold rush in California, December 5, US President James Polk confirmed this in his address to Congress. Soon, huge numbers of immigrants from all over world, later called the '49ers, came to California. Sutter's worst fears were confirmed; his business was destroyed; workers left in search of gold, settlers settled on his land, stealing grain and livestock. Before the fever began, San Francisco was a tiny community. When its inhabitants learned about the discovery of gold,

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CYRILLIC

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

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, 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, Afrikaans, Asu, Aymara, Bemba, Bena, Chichewa, Chiga, Embu, Gikuyu, Gusii, Jola-Fonyi, Kabuverdianu, Kalenjin, Kamba, Kikuyu, Kinyarwanda, Kirundi, Kongo, Luba-Kasai, Luganda, Luo, Luyia, Machame, Makuwa-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, Belarusian, Bosnian, Breton, Colognian, Cornish, Corsican, Esperanto, Faroese, Frisian, Friulian, Gaelic, Gagauz, Galician, Interlingua, Judaeo-Spanish, Karaim, Kashubian, Ladin, Leonese, Manx, Occitan, Retho-Romance, Romansh, Scots, Silesian, Sorbian, Vastese, Volapük, Võro, Walloon, Walser, Welsh, Karakalpak, Kurdish, Talysh, Turkmen, Zaza, Aleut, Cree, Haitian Creole, Hawaiian, Innu-aimun, Karachay-Balkar, Karelian, Livvi-Karelian, Ludic, Tatar, Vepsian, Guarani, Nahuatl, Quechua, Uzbek, Bulgarian, Kurdish, Lakota, Karelian, Livvi-Karelian, Ludic, Vepsian, Asturian

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SPANISH

Los huevos estaban hechos de oro, plata, piedras preciosas, etc. Se utilizaron esmaltes. Y trabajos de joyería fina. A veces los artesanos experimentaban con materiales no muy tradicionales: cristal de roca, tipos preciosos de madera. Prueba de autenticidad es la marca Fabergé.

FRENCH

Les œufs étaient fabriqués à partir d'or, d'argent, pierres précieuses, etc. Des émaux ont été utilisés et du travail de haute joaillerie. Parfois les artisans expérimentent des matériaux peu traditionnels—cristal de roche, essences de bois précieuses.

RUSSIAN

Яйца изготавливались из золота, серебра, драгоценных камней и т. д. В ход шли эмали и тонкая ювелирная работа. Подчас мастера экспериментировали с не очень традиционными материалами — горный хрусталь, драгоценные сорта древесины.

BULGARIAN

Яйцата са правени от злато, сребро, скъпоценни камъни и пр. Използвани са емайли и фина бижутерска работа. Понякога занаятчиите експериментират с не много традиционни материали—планински кристал, ценни видове дърво.

FINNISH

Munat tehtiin kullasta, hopeasta, jalokivet jne. Käytettiin emaleja ja hienoja korutöitä. Joskus käsityöläiset kokeilivat ei kovin perinteisiä materiaaleja—vuorikristallia, arvokkaita puulajeja. Todiste aitoudesta on Faberge-tuotemerkki.

SWEDISH

Ägg gjordes av guld, silver, med ädelstenar etc. Emaljer användes och fina smycken. Ibland experimenterade hantverkare med inte särskilt traditionella med inte material—bergkristall, dyrbara träslag. Bevis på av guld äkthet är användes och varumärket Faberge.



TABULAR FIGURES

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1234567890

TABULAR OLDSTYLE

1234567890

1234567890

PROPORTIONAL OLDSTYLE

1234567890

1234567890

NUMERATORS

H12345

H¹²³⁴⁵

DENOMINATORS

H12345

H₁₂₃₄₅

SUPERSCRIPTS

H12345

H¹²³⁴⁵

SUBSCRIPTS

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FRACTIONS

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ORDINALS

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CASE SENSITIVE

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DISCRETIONARY LIGATURES

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SS02 – Alternative Ampersand

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SS07 – Circled Figures

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SS08 – Negative Circled Figures

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SS09 – Romanian Comma Accent

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SS10 – Dutch IJ

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SS11 – Catalan Ldot

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SS12 – Turkish i

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SS13 – Bashkir localization

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SS14 – Chuvash localization

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SS15 – Bulgarian localization

ДЛФВГД

ДЛФВгд

SS16 – Serbian localization

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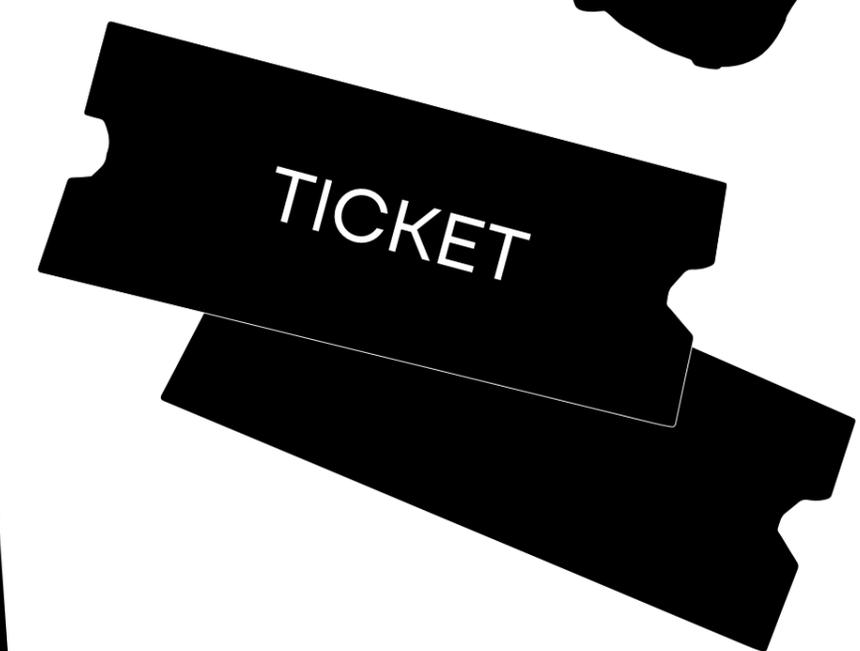
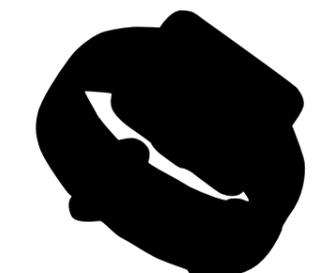
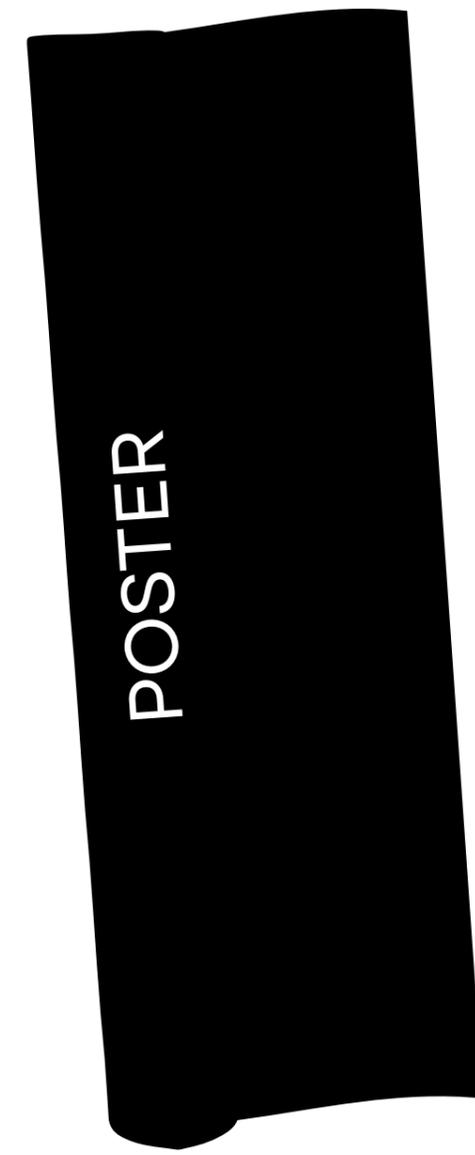
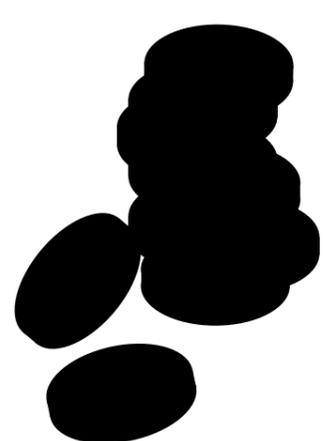
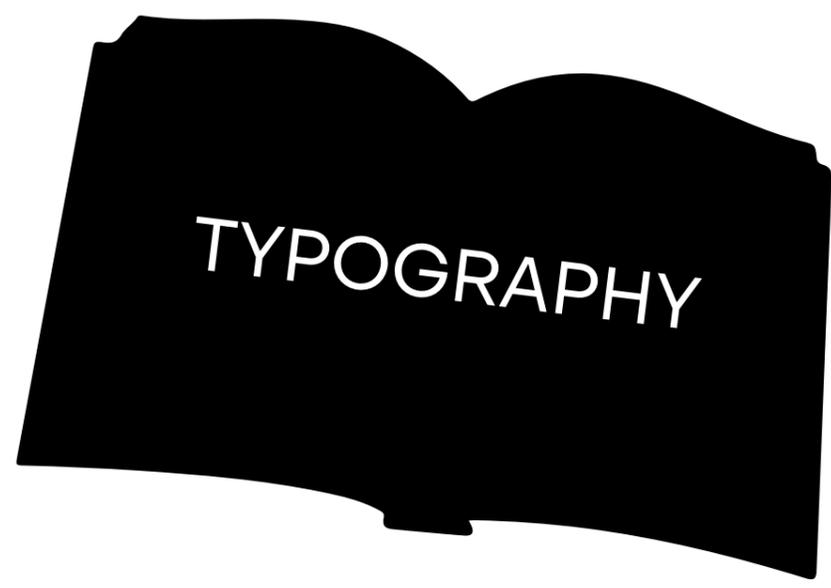
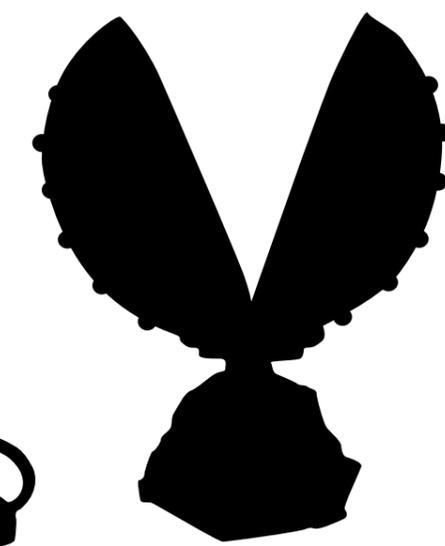
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BASIC GLYPHS

Profiterole
effect soufflé

LIGATURES

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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 typefaces 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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