

# TT Norms® Pro Serif

Design	TypeType
Release Date	Oct 04, 2022
Publisher	TypeType
Styles	22 styles + 2 variable font
File Formats	otf, ttf, woff, eot, svg

## About TT Norms® Pro Serif

We continue to expand the line of the studio's main bestseller TT Norms® Pro!

TT Norms® Pro Serif is not just an add-on, it is a full-fledged serif based on the functional TT Norms® Pro sans serif.

We wanted the studio's most versatile font to have a suitable font pair. TT Norms® Pro Serif is an antiqua that helps to solve most design problems. These fonts are made for each other, but can be used on their own or paired with other fonts.

TT Norms® Pro Serif is easily recognizable by slight contrast in proportions, axis tilt in ovals, width dynamics and diagonal contrast. Other characteristic features of the serif are the small contrast of strokes, open apertures and brutal serifs, the length of which decreases in proportion to the decrease in boldness.

Real italics have been added to the functional serif TT Norms® Pro Serif. The shape of glyphs in italic styles follows the shape of straight characters harmoniously, but differs enough from them to make printed text stand out.

The font has good readability, so it can be used even in small sizes. It can be used on websites, in printed materials, and for packaging design.

TT Norms® Pro Serif consists of 24 styles: 11 upright, 11 oblique, and 2 variable fonts, separate for roman typefaces and italics. The family has 29 OpenType features, including localization features. Each face has 1236 glyphs.

1 2 3

TT Norms® Pro Serif Regular 150 pt

A a B b

## Font Family

TT Norms® Pro Serif font family is available in 11 weights (Thin, ExtraLight, Light, Regular, Normal, Medium, DemiBold, Bold, ExtraBold, Black and ExtraBlack) and 11 matching italics.

### Weights

TT Norms Pro Serif Thin

TT Norms Pro Serif ExtraLight

TT Norms Pro Serif Light

TT Norms Pro Serif Regular

TT Norms Pro Serif Normal

**TT Norms Pro Serif Medium**

**TT Norms Pro Serif DemiBold**

**TT Norms Pro Serif Bold**

**TT Norms Pro Serif ExtraBold**

**TT Norms Pro Serif Black**

**TT Norms Pro Serif ExtraBlack**

### Italics

*Thin Italic*

*ExtraLight Italic*

*Light Italic*

*Italic*

*Normal Italic*

***Medium Italic***

***DemiBold Italic***

***Bold Italic***

***ExtraBold Italic***

***Black Italic***

***ExtraBlack Italic***

## Variable style

Font family provides 2 additional variable version: Roman and Italic.

TT Norms® Pro Serif Variable Roman

Variable

100 ————— weight ————— 950

TT Norms® Pro Serif Variable Italic

*Variable*

100 ————— weight ————— 950

## Examples TT Norms® Pro Serif

Poetry has a long and varied history, evolving differentially across the globe. It dates back at least to prehistoric times with hunting poetry in Africa.

TT Norms® Pro Serif Thin 16 pt

The use of symbolism, irony, and other stylistic elements of poetic diction often leaves a poem open to multiple interpretations.

TT Norms® Pro Serif ExtraLight 16 pt

The oldest surviving epic poem, the Epic of Gilgamesh, dates from the 3rd millennium BCE in Sumer, and was written in cuneiform script.

TT Norms® Pro Serif Light 16 pt

*Ancient Greek attempts to define poetry, such as Aristotle's Poetics, focused on the uses of speech in rhetoric, drama, song, and comedy.*

TT Norms® Pro Serif Thin Italic 16 pt

*Readers accustomed to identifying poetry with Dante, Goethe, Mickiewicz, or Rumi may think of it as written in lines based on rhyme and regular meter.*

TT Norms® Pro Serif ExtraLight Italic 16 pt

*The Shijing, with its collection, was heavily valued by the philosopher Confucius and is considered to be one of the official Confucian classics.*

TT Norms® Pro Serif Light Italic 16 pt

## Examples TT Norms® Pro Serif

The efforts of ancient thinkers to determine what distinguishes good poetry from bad, resulted in "poetics"—the study of the aesthetics of poetry.

TT Norms® Pro Serif Regular 16 pt

Later aestheticians identified major genres: epic poetry, lyric poetry, and dramatic poetry, treating comedy and tragedy as subgenres of dramatic poetry.

TT Norms® Pro Serif Normal 16 pt

**Meter is the definitive pattern established for a verse (iam-bic pentameter), while rhythm is the actual sound that results from a line of poetry.**

TT Norms® Pro Serif Medium 16 pt

*Some ancient societies, such as China's through the Shijing, developed canons of poetic works that had ritual as well as aesthetic importance.*

TT Norms® Pro Serif Italic 16 pt

*This "romantic" approach views form as a key element of successful poetry because form is abstract and distinct from the underlying notional logic.*

TT Norms® Pro Serif Normal Italic 16 pt

*Languages are often described as having timing set primarily by accents, syllables, or moras, depending on how rhythm is established.*

TT Norms® Pro Serif Medium Italic 16 pt

Examples TT Norms® Pro Serif

**Latin, Catalan, French and Spanish are called syllable-timed languages. Stress-timed languages include English, Russian and German.**

TT Norms® Pro Serif DemiBold 16 pt

**Metrical rhythm generally involves precise arrangements of stresses or syllables into repeated patterns called feet within a line.**

TT Norms® Pro Serif Bold 16 pt

**Old English poetry used a metrical pattern involving varied numbers of syllables but a fixed number of strong stresses in each line.**

TT Norms® Pro Serif ExtraBold 16 pt

***Some languages with a pitch accent are Vedic Sanskrit or Ancient Greek. Tonal languages include Vietnamese and Subsaharan languages.***

TT Norms® Pro Serif DemiBold Italic 16 pt

***In the classical languages, on the other hand, while the metrical units are similar, vowel length rather than stresses define the meter.***

TT Norms® Pro Serif Bold Italic 16 pt

***Biblical poetry relies much less on metrical feet, but instead creates rhythm based on larger sound units of lines, phrases and sentences.***

TT Norms® Pro Serif ExtraBold Italic 16 pt

Examples TT Norms® Pro Serif

**Classical Chinese poetics, based on the tone system of Middle Chinese, recognized two kinds of tones: the level tone and the oblique tones.**

TT Norms® Pro Serif Black 16 pt

**This metric system originated in Greek poetry, and was used by poets such as Pindar and Sappho, and by the great tragedians of Athens.**

TT Norms® Pro Serif ExtraBlack 16 pt

***In the Western poetic tradition, meters are customarily grouped according to a characteristic metrical foot and the number of feet per line.***

TT Norms® Pro Serif Black Italic 16 pt

***The iamb is the most natural form of rhythm in the English language, and generally produces a subtle but stable verse.***

TT Norms® Pro Serif ExtraBlack Italic 16 pt



## Supported languages

TT Norms® Pro Serif now supports 225+ languages including Western, Central, Northern European languages and most of Cyrillic. And as a bonus, we drew several historical Cyrillic characters.

### Cyrillic

Russian, Belarusian (cyr), Bosnian (cyr), Bulgarian (cyr), Macedonian, Serbian (cyr), Ukrainian, Moldavian (cyr), Kirghiz, Turkmen (cyr), Lezgian, Abazin, Agul, Archi, Avar, Chechen (cyr), Dargwa, Ingush, Kabardian, Kabardino-Cherkess, Karachay-Balkar (cyr), 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 (cyr), Romani (cyr), Dungan, Mongolian, Adyghe

### Other

Vietnamese

### Latin

English, Albanian, Basque, Catalan, Croatian, Czech, Danish, Dutch, Estonian, Finnish, French, German, Hungarian, Icelandic, Irish, Italian, Latvian, Lithuanian, Luxembourgish, Maltese, Moldavian (lat), Montenegrin (lat), Norwegian, Polish, Portuguese, Romanian, Serbian (lat), Slovak, Slovenian, Spanish, Swedish, Swiss German, Valencian, Azerbaijani, Kazakh (lat), 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, Makhwa-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 (lat), Bosnian (lat), Breton, Colognian, Cornish, Corsican, Esperanto, Faroese, Frisian, Friulian, Gaelic, Gagauz (lat), Galician, Interlingua, Judaeo-Spanish, Karaim (lat), Kashubian, Ladin, Leonese, Manx, Occitan, Rheto-Romance, Romansh, Scots, Silesian, Sorbian, Vastese, Volapük, Võro, Walloon, Walser, Welsh, Karakalpak (lat), Kurdish (lat), Talysh (lat), Tsakhur (Azerbaijan), Turkmen (lat), Zaza, Aleut (lat), Cree, Haitian Creole, Hawaiian, Innu-aimun, Karachay-Balkar (lat), Karelian, Livvi-Karelian, Ludic, Tatar, Vepsian, Guarani, Nahuatl, Quechua

Создание языка —  
продолжающееся  
безостановочно  
и в наше время  
есть постоянная  
систематизация  
внешнего мира

TT Norms® Pro Serif ExtraLight 60 pt  
Russian

## Languages

Vai trò của nó vẫn rất to lớn; nhiệm vụ của nó cũng tương tự như nhiệm vụ của khoa học – giảm bớt sự đa dạng vô hạn của thực tế xuống số lượng tổng quát nhỏ nhất có thể – nhưng phương tiện của nó đôi khi rộng hơn. Yếu tố cảm xúc giúp cô có cơ hội tác động đến nơi mà các công thức khoa học khô khan bất lực.

Vietnamese

Su papel sigue siendo enorme; su tarea es análoga a la tarea de la ciencia – reducir la infinita variedad de la realidad al menor número posible de generalizaciones – pero sus medios son a veces más amplios. Su elemento emocional le da la oportunidad de influir donde las fórmulas secas de la ciencia son impotentes.

Spanish

Poezie vytváří pocit zatížení světem všech věcí, komplikuje pocity a myšlení čtenářů a dává jim tak možnost přijmout jazyk – „materiál“ člověku nejbližší, který díky prostupnosti člověka tím, je prvotně lidskou substancí, poezie obdarovává člověka příležitostmi k poznání sebe sama. To je jeho primární význam.

Czech

Nicht nur das: Ohne die Notwendigkeit präziser Konstruktionen, indem sie in einem unbegründeten, aber überzeugenden Bild eine endlose Vielfalt von Nuancen verallgemeinert, die sich dem „Prokrustes Bett“ der logischen Analyse entziehen, nimmt die Poesie die Schlussfolgerungen der Wissenschaft vorweg.

German

şùppôrt  
øf m̄āny  
föřęigñ  
lăṅgüåğęs

TT Norms® Pro Serif Medium 100 pt







Glyphs TT Norms® Pro Serif

OpenType Features

---

SS07 (Circled Figures)

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

---

SS08 (Negative Circled Figures)

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

---

SS09 (Romanian Comma Accent)

ȘșȘȚțȚ

---

SS10 (Dutch IJ)

IJ IJ ij ÍJ Íj íj

---

SS11 (Catalan Ldot)

L·L L·L l·l

---

SS12 (Turkish i)

ı

---

SS13 (Bashkir localization)

ƒƒƒ

---

SS14 (Chuvash localization)

ҪҪҪ





Basic characters  
TT Norms® Pro Serif

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

TT Norms® Pro Serif Medium 75 pt

## Examples TT Norms® Pro Serif

TT Norms® Pro Serif  
Regular 42 pt

Described below  
are some common  
forms of poetry  
widely used across  
a number of differ-  
ent languages.

TT Norms® Pro Serif  
Regular 32 pt

Among the most com-  
mon forms of poetry is  
the sonnet, which had  
become standardized  
as 14 lines following a  
set rhyme scheme and  
logical structure.

## Examples TT Norms® Pro Serif

TT Norms® Pro Serif  
Regular 24 pt

Shi is the main type of Classical Chinese poetry. One of the masters of the form was Du Fu, who wrote in the 8th century.

TT Norms® Pro Serif  
Regular 18 pt

A limerick is a poem that consists of five lines and is often humorous. Rhythm is very important in limericks for the first, second and fifth lines must have seven to ten syllables.

TT Norms® Pro Serif  
Regular 12 pt

Odes were first developed by poets writing in ancient Greek, such as Pindar, and Latin, such as Horace. Forms of odes appear in many of the cultures that were influenced by the Greeks and Latins. The ode generally has three parts: a strophe, an antistrophe, and an epode.

TT Norms® Pro Serif  
Regular 8 pt

The villanelle is a nineteen-line poem made up of five triplets with a closing quatrain; the poem is characterized by having two refrains, initially used in the first and third lines of the first stanza, and then alternately used at the close of each subsequent stanza until the final quatrain, which is concluded by the two refrains.

**N A R**

**R A T**

**I V E**

TT Norms® Pro Serif  
Medium 155 pt

OpenType features  
TT Norms® Pro Serif

Deactivated

Activated

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 Tabular Figures

0123456789\$£

0123456789\$£

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 Tabular Oldstyle

0123456789\$£

0123456789\$£

---

 Proportional Oldstyle

0123456789\$£

0123456789\$£

---

 Numerators

H0123456789\$£

H<sup>0123456789</sup>\$£

---

 Denominators

H0123456789\$£

H<sub>0123456789</sub>\$£

---

 Superscripts

H0123456789

H<sup>0123456789</sup>


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 Scientific Inferiors

H0123456789

H<sub>0123456789</sub>


---

 Fractions

1/2 1/4 1/3

½ ¼ ¾

---

 Ordinals
2<sup>ao</sup>2<sup>ao</sup>


---

 Case Sensitive

({[H]})

({[H]})

---

 Standard Ligatures

ff fi ffi

ff fi ffi

---

 Discretionary Ligatures

ct sp 1/2 1/3 1/4

ct sp ½ ⅓ ¼

OpenType features  
TT Norms® Pro Serif

Deactivated

Activated

---

 SS01 (Alternative M)

MM

MM

---

 SS02 (Alternative Ampersand)

&amp;

&amp;

---

 SS07 (Circled Figures)

01234

① ② ③ ④

---

 SS08 (Negative Circled Figures)

01234

● ① ② ③ ④

---

 SS09 (Romanian Comma Accent)

ȘșșȚțț

ȘșșȚțț

---

 SS10 (Dutch IJ)

IJ ij ÍJ íj

IJ ij ÍJ íj

---

 SS11 (Catalan Ldot)

L·L L·L l·l

LL LL ll

---

 SS12 (Turkish i)

i

i

---

 SS13 (Bashkir localization)

ƒƒƒ

ƒƒƒ

---

 SS14 (Chuvash localization)

ÇÇç

ÇÇç

---

 Contextual Alternates

Oß 20:10

Oß 20:10

---

 Capitals to Small Caps

ABCDE

ABCDE

---

 Small Caps

abcde

ABCDE

## Stylistic sets 01 &amp; 02

## TT Norms® Pro Serif

TT Norms® Pro Serif font family has a set of stylistic alternates, which make the typeface a bit more humanist when turned on.

## Default characters

*Mary & Mark*

## Stylistic set 01 &amp; 02

***Mary*** ***&*** ***Mark***  
(SS01) (SS02) (SS01)



## Small capitals

TT Norms® Pro Serif

TT Norms® Pro Serif contains a huge set of small capital letters which cover most of Latin and Cyrillic symbols, figures and currencies. Small caps could be activated to change both uppercase (c2sc) and lowercase (smcp) letters.

## Default text

The literary critic  
Geoffrey Hartman  
(1929–2016)

## Small capitals

**THE LITERARY CRITIC  
GEOFFREY HARTMAN  
(1929–2016)**

Figures  
TT Norms® Pro Serif

Proportional oldstyle

12 - 12

Francis Scott Key Fitzgerald (September 24, 1896 – December 21, 1940) was an American novelist, essayist, and short story writer. Fitzgerald's debut novel appeared in bookstores on March 26, 1920 and became an instant success.

Tabular figures

12 - 12

Francis Scott Key Fitzgerald (September 24, 1896 – December 21, 1940) was an American novelist, essayist, and short story writer. Fitzgerald's debut novel appeared in bookstores on March 26, 1920 and became an instant success.

Tabular oldstyle

12 - 12

Francis Scott Key Fitzgerald (September 24, 1896 – December 21, 1940) was an American novelist, essayist, and short story writer. Fitzgerald's debut novel appeared in bookstores on March 26, 1920 and became an instant success.

## 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 6 years we've released more than 50 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

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