

NEWS FOR IMMEDIATE RELEASE

50% off until 30th December

URW Geometric typeface has been extended

Cambridge, 23 November 2016: URW Geometric, the sans serif typeface inspired by the German geometric typefaces of the 1920s, has been extended with 20 new styles and is available with 50% off until 30th December 2016 from Global Graphics' font foundry URW++.

The extended font includes ten weights, ranging from Thin to Black, plus ten additional oblique styles, making it extremely versatile. The optically balanced styles are designed to work in harmony together: The extreme light styles are particularly engaging in large sizes, the middle weights are perfect for body copy, while the bolder variants are ideal for the use of emphasis, bringing a strong impact to headlines and information.



URW GEOMETRIC EXTENDED

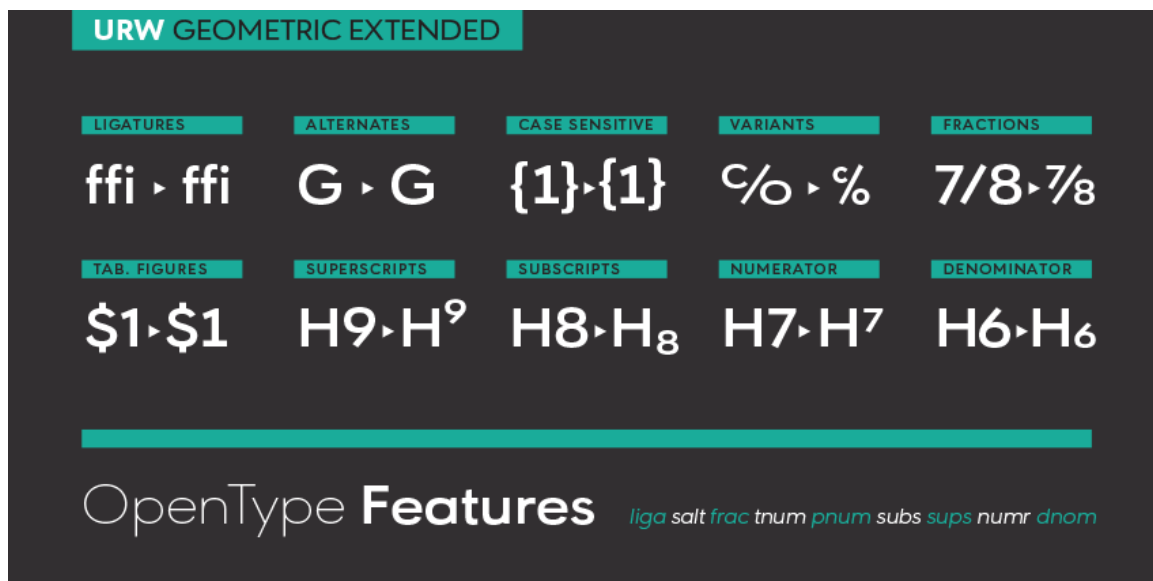
GROTESKIFONTTI
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NONESSENTIAL ELEMENTS
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Thin
Heavy
Regular Oblique
Black
Medium
ExtraLight Obli.

Jörn Oelsner, the designer of the typeface says: "Some of original typefaces of the 1920s still remain very popular, for example, Futura, but within the last 90 years font

technology and printing techniques have developed. My goal with the URW Geometric font was to design a contemporary sans serif version which takes these developments into consideration.”

With a wide Latin language support and character sets, URW Geometric is functional, strong, simple and harmonized in form and appears modern, despite its origins in 1920s design. Its character shapes have optimized proportions and the x-height is increased, while ascenders and descenders are decreased. Special glyphs, which were often designed afterwards for the original geometric typefaces from the 1920s, have been perfectly integrated and designed with today’s needs in mind. For example the email glyph looks modern and unique, with perfectly balanced spacing. The numero sign, in modern use called “hashtag”, is space saving and optically balanced for body text. Additionally, various extra and alternate glyphs are included for ease of use.



URW Geometric Extended is available on special offer until 30th December 2016.

Buy it from the URW++ font shop at: <https://www.urwpp.de/shop/>

For further information download the [URW Geometric Type Specimen \(PDF\)](#)

Ends

About URW

URW++ has established itself in the graphic design industry by continually developing and marketing innovative font and software products. Based on our technical font production skills, we are particularly successful in the area of corporate type development and production as well as a supplier of so-called world or global fonts for OEM customers. Additionally, we distinguish ourselves by a comprehensive non-Latin font offering. We are well equipped to meet the growing demand in the OEM and Corporate Company market for so-called Global Fonts resp. World Fonts. Customers include BMW, Daimler, Deutsche Bahn, Bosch, Deutsche Telekom, Evonik, Hilti, MAN, Siemens, Würth as well as Cisco, Lexmark, General Motors, Epson, NEC and Panasonic.

About Global Graphics

Global Graphics (Euronext: GLOG) develops software platforms for digital printing, digital document and PDF applications, including the Harlequin RIP. Customers include [HP, Quark, Canon, Delphax, Kodak and Agfa](#). [The roots of the company go back to 1986](#) and to the iconic university town of Cambridge, and, today the majority of the R&D team is still based near here. There are also [offices near Boston, Massachusetts and in Tokyo](#). Global Graphics acquired URW++ in 2015. <http://www.globalgraphics.com>

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