
Context

abc

Industrial Sans
Rounded Letterforms
Minimal Contrast
Neutral Grotesk
Geometric Appearance
Universal Context

Introduction

Foundry Context is a sans serif family designed to be universal in many contexts – hence the name. A ‘no-nonsense’ typeface, reminiscent of 19th century sans serif faces, Foundry Context has very round, pure letterforms, crafted without being over refined and having minimal stroke contrast in the neo-grotesque style. A hint of personality has emerged from the very drawing of the proportions, strokes and terminals, yet Foundry Context is still neutral enough to compete in the grotesk arena and at the same time has something different to say.

After Foundry Monoline was released with its subtle square form and strong style, we had a desire to create an extremely neutral, effortless typeface, very round and pure without, seemingly being over consciously refined; with letterforms that have no leanings towards humanistic scripts. Simple, minimal and essential, with these characteristics in mind like any other typeface goes into refining weights, proportions, stroke widths and terminals, that in the end, ends up in the larger sense humanistic. Humanistic in that it reaches back to before the Renaissance and more classical abstract idea of proportions.

With the low contrast appearance and sympathetic shapes Foundry Context offers an understated tone of voice that appeals to a variety of branding sectors and where applications for print and screen are at a premium. The terminals of ‘C, G, J, S, a, c, e, f, g and t’ do not flare or distort through the weight range and have an even distribution of form. Its large x-height, compact spacing and optical recognition characteristics, Foundry Context is widely chosen for legibility and clarity. A six style family of: Regular, Italic, Medium, Demi, Bold and Extra Bold which includes scaled capitals, ligatures, scaled tabular and proportionally spaced numerals, fractions and more to suit a wide range of uses.

Regular

Basic

Italic

glyph

Demi

circle

Extra Bold

Sans

Regular

Industrial Sans

Italic

Slopped Italics

Medium

Simple Minimal

Demi

No-nonsense

Bold

Abstract Idea

Extra Bold

Neutral Forms

Regular

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Italic

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Demi

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Extra Bold

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Foundry Context is a sans serif family designed to be universal in many contexts – hence the name. A ‘no-nonsense’ typeface, reminiscent of 19th century sans serif faces, Foundry Context has very round, pure letterforms, crafted without being over refined and having minimal stroke contrast in the neo-grotesque style. A hint of personality has emerged from the very drawing of the proportions, strokes and terminals, yet Foundry Context is still neutral enough to compete in the grotesk arena and at the same time has something different to say. After Foundry Monoline was released with its subtle square form and strong style, we had a desire to

create an extremely neutral, effortless typeface, very round and pure without, seemingly being over consciously refined; with letterforms that have no leanings towards humanistic scripts. Simple, minimal and essential, with these characteristics in mind like any other typeface goes into refining weights, proportions, stroke widths and terminals, that in the end, ends up in the larger sense humanistic. Humanistic in that it reaches back to before the Renaissance and more classical abstract idea of proportions. With the low contrast appearance and sympathetic shapes Foundry Context offers an understated tone of voice that appeals to a variety of branding

12pt

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9pt

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Capitals

ABCDEFGHIJKLMNOPQRSTUVWXYZ

À Á Â Ã Ä Å Æ Ç Ð Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß Š Ÿ

Lowercase

abcdefghijklmnopqrstuvwxyz

à á â ã ä å æ ç ð ë ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý þ ß š Ÿ

Small capitals

ABCDEFGHIJKLMNOPQRSTUVWXYZ

À Á Â Ã Ä Å Æ Ç Ð Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß Š Ÿ

Ligatures

ff fi fj fl ffl ffi ft

Tabular lining figures

0123456789#\$%&'()*+,-./:;<=>?@[\]^_`{|}~

Tabular lining small figures

0123456789#\$%&'()*+,-./:;<=>?@[\]^_`{|}~

Superiors, inferiors

(0123456789) (0123456789)

Fractions

1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8 7/8

Mathematical symbols

+ - ± × ÷ = ≠ ≈ ~ ^ < > ≤ ≥ ¬ ∅ ∞ ∂ ∫ √ Δ Ω Π Σ μ π ° ‰

Ordinals

ao

Punctuation

_ — ‘ ’ “ ” „ † ‡ § ¶ @ © ® ™

Diacritics

ˇ ˆ ˜ ˘ ˙ ˚ ˛ ˜ ˇ ˘ ˙ ˚ ˛

Language support

Abenaki,	Filipino,	Latin,	Saramaccan,	Wikmungkan,
Afaan Oromo,	Finnish,	Latino Sine,	Sardinian,	Wiradjuri,
Afar,	Folkspraak,	Lojban,	Scottish Gaelic,	Xhosa,
Afrikaans,	French,	Lombard,	Seri,	Yapese,
Albanian,	Frisian,	Low Saxon,	Seychellois,	Yindjibarndi,
Alsatian,	Friulian,	Luxembourgish,	Shawnee,	Zapotec,
Amis,	Galician,	Makhuwa,	Shona,	Zulu,
Anuta,	Genoese,	Malay,	Sicilian,	Zuni
Aragonese,	German,	Manx,	Slovio,	
Aranese,	Gooniyandi,	Marquesan,	Somali,	
Arrernte,	Greenlandic,	Meriam Mir,	Sotho Northern,	
Arvanitic,	Guadeloupean,	Mohawk,	Sotho Southern,	
Asturian,	Gwichin,	Montagnais,	Spanish,	
Aymara,	Haitian Creole,	Murrinhpatha,	Sranan,	
Basque,	Han,	Nagamese Creole,	Sundanese,	
Bikol,	Hiligaynon,	Ndebele,	Swahili,	
Bislama,	Hopi,	Neapolitan,	Swazi,	
Breton,	Icelandic,	Ngiyambaa,	Swedish,	
Cape Verdean,	Ido,	Norwegian,	Tagalog,	
Catalan,	Ilocano,	Novial,	Tetum,	
Cebuano,	Indonesian,	Occidental,	Tok Pisin,	
Chamorro,	Interglossa,	Occitan,	Tokelauan,	
Chavacano,	Interlingua,	Oshiwambo,	Tshiluba,	
Chickasaw,	Irish,	Palauan,	Tsonga,	
Cofan,	Italian,	Papiamento,	Tswana,	
Corsican,	Jamaican,	Piedmontese,	Tumbuka,	
Danish,	Javanese,	Portuguese,	Tzotzil,	
Dawan,	Jerriais,	Potawatomi,	Ukrainian,	
Delaware,	Kala Lagaw Ya,	Qeqchi,	Uzbek,	
Dholuo,	Kapampangan,	Quechua,	Venetian,	
Drehu,	Kaqchikel,	Rarotongan,	Volapuk,	
Dutch,	Kikongo,	Romansh,	Voro,	
English,	Kinyarwanda,	Rotokas,	Walloon,	
Estonian,	Kiribati,	Sami Southern,	Waraywaray,	
Faroese,	Kirundi,	Samoan,	Warlpiri,	
Fijian,	Klingon,	Sango,	Wayuu,	

OpenType features

Small Caps
 Ligatures
 Fractions
 Numerators
 Denominators
 Subscript
 Inferior
 Superior
 Ordinals
 Proportional Lining Figures
 Proportional Small Figures
 Tabular Lining Figures
 Tabular Small Figures

Regular

Puffins Puffins

Italic

fluffle fluffle

Medium

01234 01234

Demi

Deftly Deftly

Bold

finnish finnish

Extra Bold

fjordic fjordic

Context

xyz