NEUE FRUTIGER® WORLD

MORE THAN 150LANGUAGES & 8 SCRIPTS
Humanist by nature as well as by design, it’s the typeface for brands everywhere.
Introducing the Most Powerful Global Typeface

The original Neue Frutiger typeface was designed by Akira Kobayashi in close collaboration with Adrian Frutiger, and was released in 2009. Since then, Monotype expanded the typeface to accommodate more languages.

Akira's deep familiarity with existing iterations of the Frutiger designs, along with his understanding of the design philosophy of the man himself, made him uniquely suited to lead the creation of different language fonts. His experience enabled him to ensure that all the languages stuck close to the Frutiger heritage and its design characteristics.

The Neue Frutiger World typeface family is an expansive family of fonts that offers support for more than 150 languages and scripts that include Latin, Greek, Cyrillic, Georgian, Armenian, Hebrew, Arabic, Thai and Vietnamese. Neue Frutiger World contains 10 weights, from UltraLight to ExtraBlack.

Chinese, Japanese and Korean — Supplementary to the collection are new CJK designs that were inspired by and created to work seamlessly with the full Neue Frutiger World family: M XiangHe Hei for Chinese, Seol Sans for Korean and Tazugane Gothic & Tazugane Info for Japanese.
Neue Frutiger® World is designed for global use with an impressive range of 10 weights, from UltraLight to ExtraBlack, with matching italics. It embodies the same warmth and clarity as Adrian Frutiger’s original design, but allows brands to maintain their visual identity and communicate with a consistent tone of voice, regardless of the language.
Neue Frutiger® World

Functional

Monotype.
The Global Sans Serif.
Chinese, Japanese & Korean

M XiangHe Hei SC
M XiangHe Hei TC
Tazugane Gothic
Tazugane Info
Seol Sans
Neue Frutiger World 与原创 Frutiger 一样，是一款具有优越功能及可辨性的同时，又拥有温馨表现的字体族群。粗细程度从 Ultra Light 到 Extra Black 共分为10个字重，而且英文每个字重都配有斜体，应用范围极为宽广。该字体的设计以多语言环境下使用为前提，能把品牌形象全球统一化，同时更能表达其独特“声音”。它不仅具有可应对语言的广泛性，高度的通用性亦为其强项。它在品牌宣传、CI项目、广告、
The M XiangHe Hei TC typeface merges traditional brush strokes with modern letterforms to carefully balance traditional calligraphy with humanist design. It was created to glide across the page, and features strokes that are partly derived from the Kaishu calligraphic style. M XiangHe Hei TC fonts have over 19,000 glyphs, and support the BIG5 / HKHCS and CP950 character sets for Traditional Chinese.
Tazugane® Gothic
10 Styles

The Tazugane Gothic typeface family balances an original, humanistic style with elements of traditional Japanese handwriting. It was designed to have a wide appeal, with a pleasing and consistent experience for readers, for use on screen, in print, in signage, packaging and advertising. Tazugane Gothic supports the Adobe Japan 1-3 character set.

Neue Frutiger World は、オリジナルの Frutiger と同じく機能性や可読性に優れながらも温かみのある表情を持つ書体ファミリーです。ウェイトは Ultra Light から Extra Black までの 10 ウェイトと幅広く、それぞれにイタリックも用意されています。多言語での使用を想定してデザインされ、世界中で一貫したブランドのイメージ、そして「声」を伝えることがで
Tazugane® Info
10 Styles

Japanese

Tazugane Info is a screen-ready Japanese font family that follows on the debut of Monotype’s first original Japanese typeface – Tazugane Gothic. It offers a solid look with a restrained personality for use on-screen. In Japan smartphones, information panels and car navigation systems are all set horizontally – and Tazugane Info has been tailored to this environment, featuring a new set of kana phonetic symbols. Tazugane Info supports the Adobe Japan 1-3 character set.

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Neue Frutiger® World

Seol Sans®
10 Styles

Korean

The Seol Sans design has a fresh palette for the Korean alphabet. Its Hangul forms work well with humanist Latin typefaces without creating typographic friction. The typeface family closely resembles the natural curve of handwritten characters. Seol Sans has over 18,000 glyphs, and supports the Adobe Korea 1-2 and KS X 1001:2004 character sets.

Neue Frutiger World는 오리지널 Frutiger처럼 기능성・시인성이 뛰어나면서도 따뜻한 표정을 지닌 서체 패밀리입니다. 굵기는 Ultra Light 부터 Extra Black 까지 총 10가지의 굵기 가 폭넓게 있으며 각각의 이탤릭체도 마련되어 있습니다. 다국어의 사용을 염두에 두고 디자인되어, 전세계적으로 일관된 브랜드 이미지, 그리고 ‘목소리’를 전할 수 있습니다. 지원언어의

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One World. Neue Frutiger World.
“I am both humbled and excited by the quality and breadth of this collection, and my hope is that brands use these fonts to tell their stories across as many languages as possible.”

Akira Kobayashi, Type Director
Designer Biographies: Frutiger meets Kobayashi.

Adrian Frutiger (1928–2015)

Adrian Frutiger is a renowned twentieth century Swiss graphic designer best known for his typefaces Univers, Frutiger and Avenir and for his work pioneering digital typography.

Akira Kobayashi, Type Director

With an extensive background in Japanese typeface design and a deep understanding of calligraphy, type director Akira Kobayashi has three decades of experience. During that time, he collaborated with some of the biggest names in type design, including Adrian Frutiger and Hermann Zapf.