Distinct, complex challenges — wayfinding, editorial, and branding — solved by one expansive family
Milan-based Leftloft studio developed the LFT Iro Sans fonts, an expansive family that solves the significant, wide-ranging challenges of branding, wayfinding, pictographic language, and complex editorial use. With its all-encompassing abilities, LFT Iro Sans never finds itself outmatched by the task at hand.

The type family began as the clear and welcoming wayfinding project of San Siro stadium in Milan. The primary aim was to design a technical typeface that was readable in any low visibility condition, such as poorly lit areas with awkward wall shapes and overhangs. This worked well for stadium and large lettering use, but other problems also needed to be addressed, such as complementary iconography. A location developer was left mixing — clashing, really — one type family with a different family of icons, resulting in a cobbled-together look which diluted the brand and the experience. Each icon shape and its meaning were radically simplified, accepting uniqueness as part of the final visual language. LFT Iro Sans pictograms answers the need for having a consistent, wide range of icons, perfectly suited to the text typeface — a first in public spaces.

LFT Iro Sans goes out on a strong branding limb with an attention-demanding unicase style. Each unicase letter is a combination of the lowercase and capital form, quite noticeable in the ‘i’, ‘m’, ‘t’, and unique ‘d’ and ‘b’, balanced by more restrained forms of ‘a’, ‘s’, ‘c’, and ‘e’.

LFT Iro Sans is not only a technical typeface, but, thanks to the letters’ proportions, can also be used for editorial purposes. The text weights are assertive and economical in stature, come with two separate oblique styles (Slanted and Italic), and the Ultralight and Heavy display styles are headline stunners.

For enthusiasts of every stripe, LFT Iro Sans can be a brand’s rallying cry with its arresting unicase, be a developer’s go-to pictogram choice, or set the most demanding editorial text in digital or print. With its many OpenType features, simplified pictogram commands (even available in Apple’s Pages and Microsoft Word), and a total of 38 targeted family members, LFT Iro Sans is a brilliantly sensible choice. The complete LFT Iro Sans family, along with our entire catalogue, has been optimised for today’s varied screen uses.

**Thin**
- Thin
- Light
- Book
- Regular
- Semibold
- Bold
- Extrabold
- Black

**Thin Italic**
- Thin Italic
- Light Italic
- Book Italic
- Italic
- Semibold Italic
- Bold Italic
- Extrabold Italic
- Black Italic

**Thin Slanted**
- Thin Slanted
- Light Slanted
- Book Slanted
- Slanted
- Semibold Slanted
- Bold Slanted
- Extrabold Slanted
- Black Slanted

**Unicase Thin**
- Unicase Thin
- Unicase Light
- Unicase Book
- Unicase Regular
- Unicase Semibold
- Unicase Bold
- Unicase Extrabold
- Unicase Black

**Display Ultralight**
- Display Ultralight
- Display Ultralight Italic
- Display Heavy
- Display Heavy Italic

**Symbols Light**
- Symbols Light
- Symbols Regular
IRO SANS WORKS FOR WAYFINDING

<table>
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<tr>
<th>Uprights</th>
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Departures
Restaurant
Elevator

Lift to level 1

International Arrivals

224–238 Kensington High St, W8 6AG
A Kind of Freedom

SEXTON’S POWERFUL FIRST NOVEL

HEADLINES OF THE DAY

Pamplona Balompié Club De Fútbol

MAGAZINE

REDESIGNING CITIES – What’s next for renewables?

La Stazione delle Biciclette

EXIT WYJŚCIE SORTIE VÝSTUP HÆTTA GÅ USCITA SAÍDA

«SPACEX» Comment s’organise un voyage autour de la Lune ?!
Iro Sans Works For Branding

unicases + Display styles

unicase thin
unicase light
unicase book
unicase regular
unicase semibold
unicase bold
unicase extrabold
unicase black
Display Ultralight
Display Ultralight Italic
Display Heavy
Display Heavy Italic

original recipe

bourbon
Finely crafted

ALL NATURAL INGREDIENTS
DISTILLED & BOTTLED BY
BOURBON MAKERS, NASHVILLE, TN
43% ALC. BY VOL.

Orange juice
squeezed from fresh oranges

brand name
Bottle N. 087
mint shampoo
250 mL

write your name here
Clear
Inspired
Segnale
zooLand
Noticeable
Merkittävä
Branding
LFT Iro Sans
And now I was on my journey, in a pair of thick boots and with a hazel stick in my hand.
Whenever Henry Wilt took the dog for a walk, or, to be more accurate, when the dog took him, or, to be exact, when Mrs Wilt told them both to go and take themselves out of the house so that she could do her yoga exercises, he always took the same route. In fact
Whenever Henry Wilt took the dog for a walk, or, to be more accurate, when the dog took him, or, to be exact, when Mrs Wilt told them both to go and take themselves out of the house so that she could do her yoga exercises,
As might have been foreseen, Franconia proved to be an excellent place in which to study the difficult family of flycatchers. All our common eastern Massachusetts species were present—the kingbird, the phoebe, the wood pewee, and the least flycatcher—and with them the crested flycatcher (not common), the olive-sided, the trill, and the yellow-bellied. The phoebe-like cry of the trill was to be heard constantly from the hotel piazza. The yellow-bellied seemed to be confined to deep and rather swampy woods in the valley, and to the mountain-side forests; being most numerous on Mount Lafayette, where it ran well up toward
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Im speziellen Sinn bezeichnet das Wort Sprache eine bestimmte Einzelsprache wie Deutsch, Japanisch oder Swahili etc. Die gesprochenen Sprachen der Menschheit werden gemäß ihrer genetischen Verwandtschaft in Sprachfamilien gegliedert. Jede einzelne Sprache wird dabei anhand der sogenannten Language Codes nach den ISO-639-Teilnor-

Les gestes sont la méthode de communication la plus connue, utilisée par diverses espèces dont l’ensemble des primates. C’est également le cas des abeilles et leurs danses : lorsqu’une abeille exploratrice revient vers sa ruche après avoir trouvé une source de nectar, elle peut effectuer une danse en rond indiquant que cette source se

Et språk er et dynamisk sett av synlige, hørbare eller folbare symboler for kommunikasjon og elementer som brukes for å manipulere dem. Språk kan også henvise til brugen av slike systemer som et generelt fenomen. Eksempler på språk er naturlig språk (menneskelige enkeltspråk, for eksempel norsk), kunstige språk (for

Språk eller tungomål är en del av olika system för kommunikation, som används av människor och som vi börjar tillägna stora bitar av redan under våra första levnadsår. Barn lär sig använda språk lika naturligt, som de lär sig att gå. Språket kommuniceras exempelvis via talat språk, teckenspråk, kognitioner och skrift, som är bärare av språk i

Un lenguaje (del provenzal lenguatge y del latin lingua) es un sistema de comunicación estructurado para el que existe un contexto de uso y ciertos principios combinatorios formales. Existen contextos tanto naturales como artificiales. Desde un punto de vista más amplio, el lenguaje indica una característica común a los humanos y a otros animales

Vědecký obor zabývající se zkopumáním jazyka se nazývá lingvistika. Otázky týkající se filosofie jazyka byly pokládány již ve starověkém Řecku, byly zde otázky typu zda mohou slova reprezentovat zkušenost nebo motivovanost obsahu slov, konkrétní poměrů jsou například Platónovy dialogy Gorgias a Faidros. Ještě časnějším dokla-
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Mulţumesc MULŢUMESC
novel·la, CALLIGRAFIA
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WWW.TYPE-TOGETHER.COM © 2018 ALL RIGHTS RESERVED
LFT IRO SANS UNICASE
branding
la stazione delle biciclette
a unicase style
for cool looking names
54 & sea food
expressive
pamplona balompié club de fútbol
magazines
8 different weights
when life gives you lemons, make lemonade
'Rhythm & Reaction' gets under the skin of a British love affair with American jazz. Jazz first came to Britain as a visual and cultural style – rather than as a musical form, writes John L. Walters.
And now I was on my journey, in a pair of thick boots and with a hazel stick in my hand.
Whenever Henry Wilt took the dog for a walk, or, to be more accurate, when the dog took him, or, to be exact, when Mrs Wilt told them both to go and take themselves out of the house so that she could do her yoga exercises, he always took
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<table>
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<td><strong>ALL CAPS</strong></td>
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<td><strong>FRACTIONS</strong></td>
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<td>!¿?</td>
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<td><strong>STYLISTIC SET 01</strong></td>
<td>E, e</td>
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</table>
### UPPERCASE

`ABCDEFGHIJKLMNOPQRSTUVWXYZ`

### LOWERCASE

`abcdefghijklmnopqrstuvwxyz`
LFT Iro Sans Display
ELEGANT DISPLAY TYPEFACE

for generous titles

and wide spaces

HIGHLIGHTED

poster | signboard | sport | catchwords

to be used carefully
‘Rhythm & Reaction’ gets under the skin of a British love affair with American jazz. Jazz first came to Britain as a visual and cultural style – rather than as a musical form, writes John L. Walters.
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Departures

SORTIDA

TRANSIBERIANO

CINEMA
UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SYMBOLS (DIRECTION)

→ ↑ ↓ ← →

SYMBOLS (TRANSPORTATION)

SYMBOLS (PEDESTRIANS)

SYMBOLS (EMERGENCY & SAFETY)

SYMBOLS (POLICE RELATED)

SYMBOLS (LEISURE)

SYMBOLS (SERVICES)

SYMBOLS (PROHIBITION)
LFT IRO SANS SYMBOLS  OPENTYPE FEATURES

WHAT IS TYPED

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

WHAT IS SEEN

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

INITIAL FORMS

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TERMINAL FORMS

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

STYLISTIC SET 01

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

STYLISTIC SET 02

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

STYLISTIC SET 03

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

STYLISTIC SET 04

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

STYLISTIC SET 05

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

STYLISTIC SET 06

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

STYLISTIC SET 07

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

STYLISTIC SET 08

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WHAT IS TYPED
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

STYLISTIC SET 7 + INITIAL FORM

STYLISTIC SET 7 + TERMINAL FORM

STYLISTIC SET 09 + INITIAL FORM

STYLISTIC SET 09 + TERMINAL FORM

STYLISTIC SET 09 + AUTOMATIC FORM

STYLISTIC SET 09 + GENERAL (OR MIDDLE) FORM

STYLISTIC SET 10 + INITIAL FORM

STYLISTIC SET 10 + TERMINAL FORM

STYLISTIC SET 11 + INITIAL FORM

STYLISTIC SET 11 + TERMINAL FORM

STYLISTIC SET 12 + INITIAL FORM
WHAT IS TYPED

0123456789
ABCDEFghijklmnopqrstuvwxyz

STYLISTIC SET 12 + TERMINAL FORM

STYLISTIC SET 10 + AUTOMATIC FORM

STYLISTIC SET 13

STYLISTIC SET 13 (COLOR)
<table>
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<tr>
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<td>accessible elevator</td>
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<td>firehose</td>
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<tr>
<td>accessible toilet</td>
<td>🛁</td>
<td>fireSOS</td>
</tr>
<tr>
<td>airport</td>
<td>🛏️</td>
<td>fire</td>
</tr>
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<td>alarm</td>
<td>⏰</td>
<td>forwardleftarrow</td>
</tr>
<tr>
<td>backward left arrow</td>
<td>⬅️</td>
<td>forwardrightarrow</td>
</tr>
<tr>
<td>backward right arrow</td>
<td>⬅️</td>
<td>forwardarrow</td>
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SUPPORTED LANGUAGES INCLUDE (LATIN)*

Abenaki, Afaan Oromo, Afar, Albanian, Alsatian, Amis, Anuta, Aragonese, Araneo, Aromanian, Arrernte, Arvanitic (Latin), Asturian, Atayal, Aymara, Bashkir (Latin), Basque, Bemba, Bikol, Bislama, Bosnian, Breton, Cape Verdean Creole, Catalan, Cebuano, Chamorro, Chavacano, Chichewa, Chickasaw, Cimbrian, Cofán, Cornish, Corsican, Creek, Crimean Tatar (Latin), Croatian, Czech, Danish, Dawan, Delaware, Dholuo, Drehu, Dutch, English, Estonian, Faroese, Fijian, Filipino, Finnish, Folkspraak, French, Frisian, Friulian, Gagauz (Latin), Galician, Ganda, Genoese, German, Gooniyandi, Guadeloupean Creole, Gwich'in, Haitian Creole, Hán, Hawaiian, Hiligaynon, Hopi, Hotçak (Latin), Hungarian, Icelandic, Ido, Ilocano, Indonesian, Interglossa, Interlingua, Irish, Isto-Romanian, Italian, Jamaican, Javanese (Latin), Jërrais, Kaingang, Kala Lagaw Ya, Kapampangan (Latin), Kaaqchikel, Karakalpak (Latin), Karelian (Latin), Kashubian, Kikongo, Kinyarwanda, Kiribati, Kirundi, Klingon, Ladin, Latin, Latino sine Flexione, Latvian, Lithuanian, Lojban, Lombard, , Maasai, Makhuwa, Malay, Maltese, Manx, Máori, Marquesan, Megleno-Romanian, Meriam Mir, Mohawk, Moldovan, Montagnais, Montenegrin, Murrinh-Patha, Nagamese Creole, Nahuatl, Ndebele, Neapolitan, Ngiyambaa, Niuean, Noongar, Norwegian, Novial, Occidental, Occitan, Oshiwanbo, Ossetian (Latin), Palauan, Papiamento, Piedmontese, Polish, Portuguese, Potawatomi, Q'eqchi', Quechua, Rarotongan, Romanian, Romansh, Rotokas, Sami (Inari Sami), Sami (Lule Sami), Sami (Northern Sami), Sami (Southern Sami), Samoan, Sango, Saramaccan, Sardinian, Scottish Gaelic, Serbian (Latin), Seri, Seychellois Creole, Shawnee, Shona, Sicilian, Silesian, Slovak, Slovenian, Slovio (Latin), Somali, Sorbian (Lower Sorbian), Sorbian (Upper Sorbian), Sotho (Northern), Sotho (Southern), Spanish, Sranan, Sundanese (Latin), Swahili, Swazi, Swedish, Tagalog, Tahitian, Tetum, Tok Pisin, Tokelauan, Tongan, TshiLuba, Tsonga, Tswana, Tumbuka, Turkish, Turkmen (Latin), Tuvaluan, Tzotzil, Uzbek (Latin), Venetian, Vepsian, Volapük, Võro, Wallisian, Walloon, Waray-Waray, Warlpiri, Wayuu, Welsh, Wik-Mungkan, Wiradjuri, Wolof, Xavante, Xhosa, Yapesse, Yindjibarndi, Zapotec, Zarma, Zulu, Zuni, ...

*Except Iro Sans Symbols
Leftloft is an independent studio where ideas, people, and skills converge to develop a wider vision for design, culture, and communication. Established in 1997 in Milan by Andrea Braccaloni, Francesco Cavalli, Bruno Genovese, and David Pasquali, the studio opened an office in New York in 2009, and now operates with a team of designers, each specialised in various fields from branding to web design. Leftloft has developed projects locally and internationally, collaborating with some of the most important Italian companies and institutions.

The studio has also opened Luft, a think tank devoted to developing creative thinking and a collaborative production through design. Main activities include: identity, research, concept, strategy, art direction, and narrative. Among others, Leftloft’s projects have been awarded by: D&AD Award, ED-Awards, ADI Design Index, Laus Award, Creative Review Annual, TDC Annual, and ID Annual Design Review.

Leftloft has published LFT Etica, LFT Etica Sheriff, and LFT Iro Sans with TypeTogether.

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