# Hello, Roboto

A NEW TYPE FAMILY FOR HUMANS & ANDROIDS

#### Roboto is an open type family designed for high resolution mobile devices

### GLASS 5 S Self-driving robot ice cream truck Fudgesicles only 25¢ ICF CRF Marshmallows & almonds #98765432 Music around the block

THIN

BLACK SMALL CAPS

ITALIC

BOLD

BOLD CONDENSED

MEDIUM

LIGHT

BOLD ITALIC

REGULAR

Summer heat rising up from the boardwalk <sup>3</sup>

4

## ABCDFFGHI JKLMNOPQR STUVWXY7abcdefghijklmn opgrstuvwxyz #0123456789

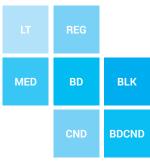
REGULAR	ITALIC	BOLD	BOLD ITALIC
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**ROBOTO BLACK** 

ROBOTO HAS A DUAL NATURE. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settle in to their natural width. This makes for a more natural reading rhythm more commonly found in humanist sans serifs.



A ROBOT IS A mechanical or virtual intelligent agent that can perform tasks automatically or with guidance, typically by remote control. In practice a robot is usually an electro-mechanical machine that is guided by computer and electronic programming. Robots can be autonomous, semi-autonomous or remotely controlled. By mimicking a lifelike appearance or automating movements, a robot may convey a sense that it

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ABCDEFGHI JKLMNOPQR STUVWXYZ abcdefghijklmn opqrstuvwxyz #0123456789

LIGHT

ABCDEFGHI JKLMNOPQR STUVWXYZ abcdefghijklmn opqrstuvwxyz #0123456789

LIGHT ITALIC

MEDIUM

ABCDEFGHI JKLMNOPQR STUVWXYZ abcdefghijklmn opqrstuvwxyz #0123456789 MEDIUM ITALIC

ABCDEFGHI JKLMNOPQR STUVWXYZ abcdefghijklmn opqrstuvwxyz #0123456789

8

THIN		
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#### Roboto Thin & *Thin Oblique* Roboto Light & *Light Oblique* **Roboto Regular &** *Oblique* **Roboto Medium &** *Medium Oblique* **<b>Roboto Bold &** *Bold Oblique* **Roboto Black &** *Black Oblique* Roboto Condensed Light & *Condensed Light Oblique* **Roboto Condensed &** *Condensed Oblique* **Roboto Condensed Bold &** *Condensed Bold Oblique*