

PRESS RELEASE EN

The Italian quarantine produces creativity: ten free typefaces to share positivity and good karma signed by Zetafonts

Quarantype is the collection of official fonts of all isolation makes us want, on a day outdoors with friends, between sack races, firecamps, sunshine and bike rides.

Florence, April 3 2020

Starting from March 30th it is possible to download a font a day, created by **Zetafonts**, the Italian type foundry, internationally known for having developed characters appreciated by companies such as Google, Apple and Universal Picture.

With the beginning of the difficult period imposed by the **Covid19 emergency**, the Zetafonts team also promptly adapted to the **smart working methods**, carrying out, among the various projects, its contribution to the # 36daysoftype initiative which provides for the daily publication of letters and numbers with experimental shapes or concepts.

*"Every year in this period we find ourselves intensifying our research and development activity - says Cosimo Lorenzo Pancini, co-founder of the Italian font company based in Florence, Italy - and suddenly finding ourselves having to make the whole team work remotely, **the idea is born to give us a common goal, challenging and also a little crazy: Working in a short time to produce great creative freedom and encouraging the research for typographic curves one step further away from the usual ones.***

The **ten typefaces of the Quarantype project** - conceived, developed and **released in less than three weeks** - speaks about all the joy and positivity of a day outdoors, intending itself as a **collection of official fonts of everything that quarantine makes us desire**: with dynamic shapes of **Bikeride** to the soft curves of the **Sackrace**, to continue with glyphs inspired by firecamp, hopscotch, sunshine and embraces.

*"We thought of this project in a **non-profit formula** - continues Pancini - because we asked ourselves **if we could contribute to this emergency**, trying to fight the restlessness of the moment. We had in mind a catchment area made up of graphic designers, art directors, startappers looking for a daring detail and of all those who are taking advantage of this moment to work on new life or professional projects; **an initiative to nourish the projects of this strange season with good (typographic) vibes.***

*Nothing is asked back, but we'd like to invite users to share good karma by considering a **donation** in favor of those who can deal with the emergency with concrete actions in the most affected areas of Covid19 disease"*

The fonts are published - one a day until April 9th - on the website

www.zetafonts.com/quarantype and the user license is **free for personal and commercial uses**.

Zetafonts is an independent digital type foundry founded in 2001 in the heart of Florence, Italy

Supported by a team of brand and design experts, Zetafonts offers a **prolific portfolio of families of original typefaces**, complete with the world's leading script systems, both for the commercial distribution and for custom design.

Zetafonts was founded by **Francesco Canovaro, Debora Manetti and Cosimo Lorenzo Pancini**. It is part of **Ligature** Srl, a brand focused on the culture of type design that in 2019 launched two new online platforms dedicated to digital typography: **Italiantype.com** and **Fontmood.com**

IMAGES AVAILABLE AT THIS LINK>

https://www.dropbox.com/sh/xuen9ya6zwbngmt/AACfsw4rGh6aIP_vbvw11re4a?dl=0

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