Pharma

About Pharma

Pharma is a sans-serif typeface inspired by the interconnection between organic and technological aesthetics. This hybrid inspiration is translated through a sophisticated structure and has been adapted for both print and screen.

Initiated in 2000, Julien Gaillardot began by drawing condensed geometric letterforms that would subsequently mutate along multiple axes. Rounded forms appear throughout the junctions and terminals, expending in soft joints, while in other instances behaving as ink traps. These morphing curves bring an organic quality to the initial angular structure.

- → Second release in 2016
- → First release in 2006

Designed by Julien Gaillardot

Born in France, in the Grésivaudan valley located in the French Alps, Julien Gaillardot studied graphic design at the École cantonale d'art de Lausanne (ECAL). Since 2002, he has been working as an independent graphic designer in Avignon, where he has been involve in many publications and cultural design projects. He regularly collaborates with the atelier nomades, a multidisciplinary studio engaging in architecture, design, landscape architecture, and urbanism projects.

Pharma Regular/Italic 248 pt

2

Pharma Regular/Italic 110 pt Aa Aa Aa

Pharma Bold/Italic 110 pt

Pharma Family 4 Styles Pharma Regular
Pharma Italic
Pharma Bold
Pharma Bold Italic

Uppercase

Lowercase

Standard Punctuation

Symbols

Standard Ligatures

Proportional Lining Figures

Mathematical Symbols

Currencies

Fractions

Numerators

Superscript/Superiors

Subscript/Inferiors

Ordinals

Arrows

Accented Uppercases

Accented Lowercases

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Afrikaans, Albanian, Asu, Basque, Language Support Bemba, Bena, Breton, Bosnian, Catalan, Chiga, Colognian, Cornish, Croatian [Latin], Czech, Danish, Dutch, Embu, English, Esperanto, Estonian, Faroese, Filipino, Fijian, Finnish, Flemish, French, Friulian, Frisian, Galician, Ganda, German, Gusii, Greenlandic, Hawaiian, Hungarian, Icelandic, Inari Sami,

Indonesian, Irish, Italian, Jola-Fonyi,

Kabuverdianu, Kalaallisut, Kalenjin,

Latvian, Lithuanian, Lower Sorbian, Luo, Luxembourgish, Luyia, Machame, Makhuwa-Meetto, Makonde, Malagasy, Malay, Maltese, Manx, Maori, Meru, Morisven, Moldavian, North Ndebele, Nothern Sami, Norwegian Bokmål, Norwegian Nynorsk, Nyankole, Oromo, Portuguese, Polish, Quechua, Provençal, Rhaeto-Romanic, Romanian, Romansh, Romany, Rombo, Rundi, Rwa,

Kamba, Kikuyu, Kinyardawanda, Latin,

Samburu, Sango, Sangu, Sámi [Inari], Sámi [Luli], Sámi [Northern], Sámi [Southern], Samoan, Scottish Gaelic, Sena, Serbian [Latin], Spanish, Shambala, Shona, Slovak, Slovenian, Soga, Somali, Swahili, Swedish, Swiss German, Taita, Teso, Tagalog, Turkish, Upper Sorbian, Uzbek, Volapük, Vunjo, Walser, Wallon, Welsh, Western Frisian, Wolof, Zulu

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Optimo Latin Extended Character Set

Adobe

- Adobe Latin-1

Apple Macintosh

- MacOS Roman (Standard Latin)
- · MacOS Central European Latin
- MacOS Croatian
- · MacOS Iceland
- MacOS Romanian
- MacOS Turkish

ISO 8859

- · 8859-1 Latin-1 Western European
- · 8859-2 Latin-2 Central European
- 8859-3 Latin-3 South European
- 8859-4 Latin-4 North European
- 8859-9 Latin-5 Turkish
- 8859-13 Latin-7 Baltic Rim
- 8859-15 Latin-9
- · 8859-16 Latin-10 South-Eastern European

Microsoft Windows

- · MS Windows 1250 Central European Latin
- MS Windows 1252 Western (Standard Latin)
- · MS Windows 1254 Turkish Latin
- · MS Windows 1257 Baltic Latin

Encoded Glyphs

- Basic Latin
- · Latin-1 Supplement
- Latin Extended-A
- · Latin Extended-B
- · Latin Extended Additional

OpenType Features

AA

All Caps [cpsp]



Case Sensitive Forms [case]

This function formats the text in uppercase and adjusts spacing between all capital letters. It also applies the 'Case Sensitive Forms' feature which replaces certain characters with alternates that are better suited for all capital text, especially related to punctuation.



All Capital

 \times Optimo» hi@xyz.ch [X]=(4-7×8)

 $H@|_{1}()[]{}_{2}(\cdot) \times \cdots$ $H+-\pm \times \div -\approx = \pm \leq \geq \neg$ ON

ALL CAPITAL

«OPTIMO» HI@XYZ.CH [X]=(4-7×8)

H@|¦()[]{}¿i‹>«»--—· H+-±×÷-≈=≠≤≥¬



Tabular Lining Figures [tnum-lnum]



Proportional Lining Figures [pnum-Inum]

This typeface includes lining figures available in tabular or proportional spacing formats. Lining figures have an invariable height. For contexts in which numbers need to line up such as columns or tables, the tabular setting is perfectly adapted as all numerals width is uniformized. Proportional setting generates numerals suitable for text; each number has an appropriate width based on its shape.



H0123456789 H0123456789



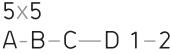
Contextual Alternates [calt]

This feature adapts the position of a glyph after its surrounding context. For instance, a dash placed between two uppercase letters or numbers will be replaced by an uppercase version of the dash, slightly higher. This feature is usually active by default in Adobe applications.



Standard Ligatures [liga]

Standard ligatures replaces a sequence of characters with a single ligature glyph, they are designed to improve kerning and readability of certain letter pairs.



 5×5 A-B-C-D 1-2 $\rightarrow \rightarrow \leftarrow \leftarrow$

fi fl

fi fl

Pharma® OFF ON 5

fractions [frac]

All Optimo fonts have at least three basic pre-built fractions (1/2, 1/4, 3/4).

1/2 1/4 3/4 0/0 0/00

1/2 1/4 3/4 % %0

1^a

Ordinals [ordn]

This feature replaces any letter following a numeral with its matching superior letters. Spanish, Portuguese and Italian language uses the feminine and masculine ordinal indicators such as 'a' for for 1°, 1°. Ordinals are designed to match the weight of the typeface.

2a 2o

2° 2°

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never have heard of Riverdale. Nothing happened really there. It was a small and ugly town. The city had come back to me in a dream. Rising up through the tranquil sleep of a warm May evening in the noisy and busy New York, the reverie left in its wake a delicious sense of peace. All cities begin as a point of activity, usually a harbor, and settlement concentrically grows around this point in increasingly wider rings. Manhattan is unique in its shape and circumstances and in its growth, which resembled a thermometer. Riverdale had no center, just Main Street. Bad weather would come in one day when the fall was over and would stay for the six following months. I prayed for my dead dog, but I didn't pray when Emily died. God would make an exception. He would let her into Heaven. In the early summer of my fourteenth year a lorry pulled up outside our house. I was sitting on the front step rereading a comic. The driver came toward me, covered in a fine, pale dust, which gave his face a ghostly look. "Cement," he said. It's not that I was being shy. It was just that—well, for one, I don't even remember the event.