Programme Primitiv

About Programme

Developed by the Swiss design studio Maximage, Programme is an innovative typeface which is based both on calligraphy and computer programming. The typeface was developed with the help of scripting technology.

The project started from the rather raw idea that a font's DNA is entirely contained in the calligraphic letters "o" and "n." From these two glyphs, it was thought that a computer program could build the full Latin alphabet, since a typeface is actually made out of a limited set of shapes that are repeated in all of its characters. The typeface was eventually optimized for both text and display uses. In some cases, the imperfections of the program have not been retouched to preserve the type's original essence. This is why Programme exists in a rougher style as well as in a more refined one.

The first version of Programme was featured in JRP Ringier' 2009 book *Typeface as Program*. The book provides an overview of a series of projects related to programming and type design, which took place at the École cantonale d'art de Lausanne (ECAL).

→ Released in 2013

Designed by Maximage Société Suisse

Maximage Société Suisse is a loose structure of designers revolving around Julien Tavelli and David Keshavjee who met studying at the École cantonale d'art de Lausanne (ECAL). Established in 2008, in Switzerland, the studio is now located between London and Geneva. Active in the fields of corporate, type, and editorial design, the studio's work is often connected with an innovative and sensitive attitude toward technology and technique. Since 2008, Maximage Société Suisse has been holding typography and graphic design workshops at ECAL. The celebrated book, *Typeface as Program,* which was published by ECAL in 2009, is an account of their work process and the result of an experimental typography project accomplished during their studies. They are also involved in the research project Workflow developed at ECAL for which a database of color profiles was generated. The studio was awarded at the Swiss Federal Design Awards in 2011 for their remarkable work.

www.maximage.biz

Programme Primitiv
255 pt

Pro

Programme Primitiv
112 pt

Aa

Programme Primitiv

Programme Primitiv
1 Style

Uppercase	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Lowercase	abcdefghijklmnopqrstuvwxyz
Standard Punctuation	.,;:…-–—_()[]{}¡!¿?'''""„"'‹›«»/\¦�'■·@
Symbols	&%‰©®™°§¶*†‡#
Standard Ligatures	fi fl
Proportional Lining Figures	0123456789
Oldstyle Figures	0123456789
Mathematical Symbols	+−±×÷=≠≈‹›≤≥¬∞~^µ∕∩π∂∆∏∑√◊
Currencies	$¢£¥€ƒ¤
Fractions	¼ ½ ¾
Superscript/Superiors	H¹²³
Ordinals	Hªº
Arrows	←→↑↓↖↗↘↙
Accented Uppercases	ÀÁÂÃÄĀĂÅǺĄÆǼĆĈČĊÇĎĐÈÉÊĚËĒĔĖĘ ĜĞĠĢĤĦÌÍÎÏÏĨĪĬ IJ IĴĶĹĽĻŁĿŃŇÑŅŊÒÓÔŎ ÖŌÕŎŐØǾ ÓŒÞŔŘŖŜŠŞ ŞŤŢŢŦÙÚÛŨÜŪŬŮ ŰŲ ẂŴẀ Ŵ Ŵ Ẅ Ẁ ỲÝŶŸŹŽŻ
Accented Lowercases	àáâãäāãăåǻąæǽćĉčċçďđèéêěëēĕėęĝğġģĥħ ỳíĩïĩīĭ ij ĵķĺľļłŀńňñņŋòóôõöōōŏőøǿóœŕřŗßŝšş ş ťţ ţ ŧùúûũüūŭůűų ẁ ẃŵ ẁ ŵ ŵ ẅ ẁ ỳýŷ ÿ źžżŋòþ ÀÁÂÃÄÅ Å Ā Ã Ă Ą ÆǼÀ Å É N Ñ ŃŅ Ň Ŋ Ŵ Ŵ Ŵ Ŵ
Stylistic Alternates	Ŵ Ẅ Ż Ö Ŀ a à á â ã ä å ǻ ā ǎ ą æ ǽ a à á â ã ä å ǻ ā ǎ ą æ ǽ a à á â ã ä å ǻ ā ǎ ą æ ǽ ė é è é ê ë ē ě ė ę ě h ĥ ħ j ĵ ĵ ĵ m n ň ń ņ ň ń ŋ ò ş ŝ ŝ ş š ş s ś ŝ ş š ş u ù ú û ü ũ ū ŭ ů ű ų ǔ ¿ ? 0 7

**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	OFF	ON
Stylistic Set 1 [ss01] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	aáàâäåãāǎąǻæǽhĥħm ñŋńņńňsśŝšşşuûúüùů ǔūŭűu̧ʔ	aáàâäåãāǎąǻæǽhĥħm ñŋńņńňsśŝšşşuûúüùů ǔūŭűu̧¿?
Stylistic Set 2 [ss02] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	aáàâäåãāǎąǻæǽ	aáàâäåãāǎąǻæǽ
Stylistic Set 3 [ss03] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	aáàâäåãāǎąǻæǽ	aáàâäåãāǎąǻæǽ
Stylistic Set 4 [ss04] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	aáàâäåãāǎąǻæǽ	aáàâäåãāǎąǻæǽ
Stylistic Set 5 [ss05] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	hĥħ	hĥħ
Stylistic Set 6 [ss06] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	eéèêëēĕėęě	eéèêëēĕėęě
Stylistic Set 7 [ss07] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	m	m
Stylistic Set 8 [ss08] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	nñńņňŋ	nñńņňŋ

		OFF	ON
	Stylistic Set 9 [ss09] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	ŞŚŜŠŞŞ	ŞŚŜŠŞŞ
	Stylistic Set 10 [ss10] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	SŚŜŠŞŞ	SŚŜŠŞŞ
	Stylistic Set 11 [ss11] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	UÚÙÛÜŬŪŬŮŰŲ	UÚÙÛÜŬŪŬŮŰŲ
	Stylistic Set 12 [ss12] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	AÁÀÂÄÅÃĂ ĄŚÆÁE	AÁÀÂÄÅÃĂ ĄŚÆÁE
	Stylistic Set 13 [ss13] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	NÑŃŅŇŊ	NÑŃŅŇŊ
	Stylistic Set 14 [ss14] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	V	V
	Stylistic Set 15 [ss15] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	VVÝÝÝÄVˆV	VVÝÝÝÄVˆV
	Stylistic Set 16 [ss16] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	ZŹŽŻ	ZŹŽŻ
	Stylistic Set 17 [ss17] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	⊘	⊘
	Stylistic Set 18 [ss18] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	7	7
	Stylistic Set 19 [ss19] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	7 ż	? ċ
	Stylistic Set 20 [ss20] Primitiv only This feature replaces glyph(s) with stylistic alternate(s).	ÄäËëÖöÜü	ÄäËëÖöÜü

Programme Primitiv
60 pt

The car was a boxy late model Ford

Programme Primitiv
36 pt

The car was a boxy late model Ford sedan, white over black, innocuous bordering on invisible, and very fast. It had been

Programme Primitiv
24 pt

The car was a boxy late model Ford sedan, white over black, innocuous bordering on invisible, and very fast. It had been a sheriff's vehicle originally bought at an auction in Tennessee, and further modified for speed. Perry and I listened to the big engine idle,

Programme Primitiv
14 pt

The car was a boxy late model Ford sedan, white over black, innocuous bordering on invisible, and very fast. It had been a sheriff's vehicle originally bought at an auction in Tennessee, and further modified for speed. Perry and I listened to the big engine idle, checked the dual scoops on the hood. I had not seen one of those on the road since high school. "You like the car?" Perry asked. "It's all right," I said, my eyes ahead. "I've never been much of a Ford man." Perry shifted in his bucket, "You know something about cars? For city cruising, it'll do." I spent my childhood in Riverdale, New Jersey, thirty miles north from long, narrow Manhattan Island, which sits in the bay, among other islands, outcroppings, flatlands, like

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12 pt

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10 pt

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8 pt

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6 pt

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