

Hello, Roboto

A NEW TYPE FAMILY FOR HUMANS & ANDROIDS

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

THIN

Roboto

BLACK SMALL CAPS

SUNGLASSES

ITALIC

Self-driving robot ice cream truck

BOLD

Fudgesicles only 25¢

BOLD CONDENSED

ICE CREAM

MEDIUM

Marshmallows & almonds

LIGHT

#9876543210

BOLD ITALIC

Music around the block

REGULAR

Summer heat rising up from the boardwalk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
#0123456789

REGULAR	ITALIC	BOLD	BOLD ITALIC
ABCDEFGHIJ KLMNOPQR STUVWXYZ abcdefghijklmn opqrstuvwxyz #0123456789	<i>ABCDEFGHIJ KLMNOPQR STUVWXYZ abcdefghijklmn opqrstuvwxyz #0123456789</i>	ABCDEFGHIJ KLMNOPQR STUVWXYZ abcdefghijklmn opqrstuvwxyz #0123456789	<i>ABCDEFGHIJ KLMNOPQR STUVWXYZ abcdefghijklmn opqrstuvwxyz #0123456789</i>

e a
s d

ROBOTO HAS A DUAL NATURE. It has a mechanchical 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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LT	REG	
MED	BD	BLK
	CND	BDCND

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz
#0123456789

LIGHT	LIGHT ITALIC	MEDIUM	MEDIUM ITALIC
ABCDEFGHI JKLMNOPQR STUVWXYZ abcdefghijklmn opqrstuvwxyz #0123456789	ABCDEFGHI JKLMNOPQR STUVWXYZ abcdefghijklmn opqrstuvwxyz #0123456789	ABCDEFGHI JKLMNOPQR STUVWXYZ abcdefghijklmn opqrstuvwxyz #0123456789	ABCDEFGHI JKLMNOPQR STUVWXYZ abcdefghijklmn opqrstuvwxyz #0123456789

THIN

LIGHT

REGULAR

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Roboto Thin & *Thin Oblique*

Roboto Light & *Light Oblique*

Roboto Regular & *Oblique*

Roboto Medium & *Medium Oblique*

Roboto Bold & *Bold Oblique*

Roboto Black & *Black Oblique*

Roboto Condensed Light & *Condensed Light Oblique*

Roboto Condensed & *Condensed Oblique*

Roboto Condensed Bold & *Condensed Bold Oblique*