

# Bobby

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## Styles

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**Bobby Light**

*Bobby Light Italic*

**Bobby Regular**

*Bobby Regular Italic*

**Bobby Bold**

*Bobby Bold Italic*

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## About

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A warm and friendly headline serif with a subtle geometric twist.

F37 Bobby is a contemporary geometric serif. Its design was influenced by the warm serifs that were popular back in the 1970s. We took inspiration from the rounded, friendly feel of fonts like Souvenir, Windsor and Cooper Black.

The F37 Bobby family comes in six weights with matching true italics.

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## Open Type Features

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Ligatures

Languages

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Afrikaans, Albanian, Asu, Basque, Bemba, Bena, Catalan, Chiga, Congo Swahili, Cornish, Danish, Dutch, English, Estonian, Faroese, Filipino, Finnish, French, Galician, German, Gusii, Icelandic, Indonesian, Irish, Italian, Kabuverdianu, Kalenjin, Kinyarwanda, Luo, Luyia, Machame, Makhuwa-Meetto, Makonde, Malagasy, Malay, Manx, Morisyen, North Ndebele, Norwegian Bokmål, Norwegian Nynorsk, Nyankole, Oromo, Portuguese, Romansh, Rombo, Rundi, Rwa, Samburu, Sango, Sangu, Sena, Shambala, Shona, Soga, Somali, Spanish, Swahili, Swedish, Swiss German, Taita, Teso, Vunjo, Zulu

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## Formats

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OTF, TTF, WOFF, WOFF2, EOT

## Uppercase

A B C D E F G H I J K L M N O P Q R  
S T U V W X Y Z

## Lowercase

a b c d e f g h i j k l m n o p q r s t u  
v w x y z

## Numerals

0 1 2 3 4 5 6 7 8 9

## Ligatures

fi fl

## Punctuation

! " # \$ % & ' ( ) \* + , - . / : ; < = > ? @ [ \ ] ^ \_ { | } ~ ¡ ¢  
£ ¤ ¥ ¦ § © « ¬ ° ± ² ³ µ ¶ · ¸ ¹ º » ¼ ½ ¾ ¿ × − — ‘ ’ , “ ” „  
† ‡ • … ‰ ‹ › € ™ − ® ÷

## Uppercase Extended

À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ð Ñ Ò Ó Ô Õ Ö Ù  
Ú Û Ü Ý Þ ß à á â ã

## Lowercase Extended

à á â ã ä å æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö o ù ú û  
ü ý þ ÿ ı œ š ž ß

# Bobby Light

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140pt

Fifth Avenue

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100pt

Fashion Week

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70pt

Hermès. Celine. Mulberry.  
Fendi. Chanel. Burberry.

70pt

London  
Paris  
Milan

50pt

Charlton  
Fischer  
Kennedy  
Robson

40pt

21st April 2017.  
6 pounds & 2 ounces.

32pt

“All we have is now, this moment. If you live in the future, you’ll miss things, right here, right now, and you’ll regret it later.”

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**18 Point**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

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*Bobby*

*Light Italic*



140pt

*Fifth Avenue*

100pt

*Fashion Week*

70pt

*Hermès. Cèline. Mulberry.  
Fendi. Chanel. Burberry.*

70pt

*London*  
*Paris*  
*Milan*

50pt

*Charlton*  
*Fischer*  
*Kennedy*  
*Robson*

40pt

*21st April 2017.*  
*6 pounds & 2 ounces.*

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Bobby  
Regular

140pt

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**Fifth Avenue**

100pt

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**Fashion Week**

70pt

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**Hermès. Celine. Mulberry.  
Fendi. Chanel. Burberry.**

70pt

**London  
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50pt

**Charlton  
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*Bobby*

*Regular*

*Italic*



140pt

*Fifth Avenue*

100pt

*Fashion Week*

70pt

*Hermès. Cèline. Mulberry.  
Fendi. Chanel. Burberry.*

70pt

*London*  
*Paris*  
*Milan*

50pt

*Charlton*  
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**Bobby**

**Bold**

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140pt

**Fifth Avenue**

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100pt

**Fashion Week**

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65pt

**Hermès. Cèline. Mulberry.  
Fendi. Chanel. Burberry.**

70pt

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Paris  
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50pt

**Charlton  
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***Bold Italic***



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### About F37

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F37 is an award-winning type foundry that creates fonts to help businesses stand apart.

As well as understanding the minutiae of letterform aesthetics, we create beautifully crafted type families that align perfectly with the identities of the companies we work with.

### General Enquiries

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info@f37foundry.com

### Licensing Enquiries

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licensing@f37foundry.com

### Desktop Licence

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With our Desktop Licence, you can install our OpenType (OTF) font software on your desktop computer or laptop (Mac or Windows).

### Webfont Licence

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With our Webfont Licence, self-host web fonts are (EOT, TTF, WOFF, WOFF2) based on total monthly traffic, costs are renewable annually.

### Brand Font Licence

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This allows bespoke licensing for Application, Broadcast, Brand Identity, ePublishing, Gaming, Merchandise, OEM, Publishing, Server Licences, and more.

### Released

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July 2018

### Version

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1.0.1

### Copyright

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