

FLUX

Styles

FLUX LIGHT
FLUX REGULAR
FLUX MEDIUM
FLUX SEMI BOLD
FLUX BOLD

About

F37 Flux is a fun, twisty-turny experimental typeface, which features exaggerated, pinched ink traps.

It's inspired by the movement of machine rollers, with unusual kinks and bends that give it a playful and distinctive flavour. Smooth and organic curves lend a sense of easy movement and undulating flow.

There are quirky, stylistic alternates available for each character. And to make things really simple, we've used OpenType coding to select these automatically, turning up the sense of random fluidity.

F37 Flux comes in five weights: Light, Regular, Medium, Semi Bold and Bold.

F37 Flux is also a variable font — that is, a single font file with weight variations for multiple outputs.

Open Type Features

Stylistic Alternates

Formats

OTF, TTF, TTF GX (Variable), 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

Uppercase (Stylistic Set 2)

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

Uppercase (Stylistic Set 3)

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 0 0 1 1 1 2 2 2 3 3 3 4 4 4 5 5 6 6 6
7 7 8 8 8 9 9 9

Punctuation

! " # % & ' () * , - . / : ; ? ? ? @ @ @ [\] _ () |
 § « ¶ • » ¿ – — ‘ ’ , “ ” „ † ‡ • … ‰ ‹ › \$ ¤ £ ¤ ¥ € ¤ § | ©
 ® ¢ ™ † < = > | ~ ¬ ± × ÷ / -

FLUX
LIGHT

200pt

PINUCH

150pt

ROLLER

100pt

TWIST & TURN

80pt

EXPERIMENTAL

70pt

SMOOTH & ORGANIC

60pt

FLUX
FLEX
FLOW

50pt

THEY SEE
ME ROLLING

47pt

INSPIRED BY THE
MOVEMENT FOUND
IN THE ROLLERS
IN MACHINERY

32pt

F37 FLUX IS A FUN AND
EXPERIMENTAL TYPEFACE,
CHARACTERISED BY ITS
PINCHED INK TRAPS.

FLUX
REGULAR

200pt

PINUCH

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ROLLER

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70pt

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FLUX

MEDIUM

200pt

PINUCH

150pt

POULSER

100pt

TWIST & TURN

80pt

EXPERIMENTAL

70pt

SMOOTH & ORGANIC

60pt

FLUX
FLEX
FLOW

50pt

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FLUX SEMIBOLT

200pt

PINCH

150pt

FOLLER

100pt

TWIST & TURN

80pt

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70pt

SMOOTH & ORGANIC

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FLUX
FLEX
FLOW

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FLUX
BOLT

200pt

PINCH

150pt

POULSER

100pt

TWIST & TURN

80pt

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FLUX
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FLOW

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About F37

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

info@f37foundry.com

Licensing Enquiries

licensing@f37foundry.com

Desktop Licence

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

Webfont Licence

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

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

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Version

1.0.1

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