Optima

Optima Bold

Optima Italic

Optima Bold Italic

Optima Extra Black

Optima was created by Hermann Zapf in 1958. Zapf called this font a “serifless roman”. A renowned German typographer, Zapf also designed:

Palatino, Zapfino, and Gill Sans.

Optima has a distinct contrast in the thickness of its letter strokes. It has flared, wedged and angled tips. The type is based on the proportions of insciptional Roman capital letters and lower case forms of humanistic handwriting.

Optima looks best on a fairly simple page. Its subtle decoration is best complimented by clean, open space.

The graceful salience of its lines make it a wonderful font for headers and sub headers, though it should be used with care as main text.

Key Point: To maintain legibility, use white space to balance Optima’s delicate ornamentation.