



**CREATIVE  
SPIRITS  
*MAKE GOOD*  
CREATIONS**

PRESS KIT- MAY 2014



**TYPELOVER** : *noun*;

Person who is passionate, stimulated and inspired by typography.

◊ Who contemplates, draws or uses fonts as a hobby and/or as a profession.

◊ Often has an irresistible urge to be able to create or handle typefaces totally freely.

# ABC IS EASY

# AS 1+2+3+4+...

Fontyou was born out of the meeting of minds between Gregori Vincens, Nicolas Boudriot, Valentine Proust and Gia Tran and out of their mutual desire to make typographical design more easily accessible via innovative tools. Agency founder, art director, technical director and type designer, all 4 of them are, first and foremost, typelovers.

Starting from the observation that typography remains an area reserved to an élite of specialists, they had the idea of creating a space which is open to all creatives, in which they can learn the basics about typography, share their ideas, create fonts and, even, sell them.

**Fontyou is the social typography network. It's also a brand new experience. The first ever experience of being able to take part in the creative process of a font from A to Z.**

---

*\*There are 14 people in the Fontyou team (typedesigners, developers, web designers, graphic designers, marketing and sales, community management and communication). All of them share a passion for design, innovation, linguistics and new technologies.*

FONT  
YOU ♥

**1 year**

of existence

**700K€**

seed funding round  
raised in 2013

**14**

employees

**1+1**

co-creation  
Platform  
& Shop

# THE PLATFORM, CO-CREATE FOR BETTER CREATIONS

## **Strength (of talents) lies in numbers (creative)**

That's the reason why typelovers are invited to work together, in a space that is not only open but also adapted and dedicated to the co-creation of typography.

## **Together, on line, in real time**

By posting their creations and typographical projects on the platform, the members of the community can interact and make the projects evolve together. Thanks to our practical and interactive tools – like the online vectorial drawing tool, multi-user or comments in real time – creating a font becomes a fun learning experience. The platform repose is based on a proprietary technology which was developed internally by the Fontyou R&D, tech and UX design.



ONLINE  
VECTORIAL  
DRAWING



ENRICHED  
COMMENTS  
IN REAL TIME



CROP  
TO SELECT  
SIGNS

CO-CREATE.FONTYOU.COM

**813**

members

**71**

countries

**1006**

posts

**2369**

tips and  
comments

**72362**

designed signs

*Fontyou is the first online platform for co-creation, devoted to typography, that allows typelovers from around the world to create, share, develop, sell and buy fonts.*



# THE SHOP, A NEW WAY OF CONSUMING FONTS

## **A creative freedom without limits**

The Fontyou font collection reflects worldwide trends as well as the creativity of the online community. **Fontyou is original, constantly enhanced and expanded.** Today, the Fontyou collection is made up of more than 45 typefaces that were created and/or inspired by designers, for designers. All the fonts are developed by experienced type designers, who guarantee the drawing and the balance of the shapes, the letter spacing, the kerning, hinting and encoding.



HIGH TECHNICAL  
QUALITY



A UNIC  
CATALOG



NEWS ALL  
THE MONTHS

FONTYOU.COM

# 45

Typefaces  
(+ than 200 fonts)

# 20

Co-creators  
(who made money)

# +4000

Licenses sold  
(in 8 months)

*About 20 new fonts are  
put up for sale each  
month and more than  
100 are under development.*

## Fonts adjusted to designers needs

In order to respond the needs and uses of graphic designers and in order to make fonts more accessible to everybody, Fontyou revolutionizes font formats by creating a new and original segmentation. Depending on the area where the fonts will be used (branding, edition, web etc...), a graphic designer will not need the same amount of signs. For example, for a visual identity project, he/she will need less signs than for a magazine layout. Therefore, he/she will be able to choose the font based on their planned use. Each size (XS, S, M, L) corresponds to a number of signs and to a price.

All typefaces are available in Desktop, Webfont, Appfont and Ebook format.



## Subscription solutions for agencies

Typography is a complicated matter for agencies, on the level of computing but also from a legal and financial point of view. Fontyou innovates by creating a subscription offer exclusively for design and communication agencies, for publishers, as well as for graphic design studios and freelancers. Every month, the subscribers will have the possibility to download the Fontyou typefaces of their choice easily and freely on the font cloud server. They can test them, use collaborative tools and receive the latest typographical trends. The objective behind all of this is to motivate them, stimulate their creativity to come up with fresh ideas and to be in a better position to respond to their client's and brand's needs.

Very soon we will integrate new revolutionary functionalities like a cloud synchronization of the Fontyou fonts but also of the fonts that their clients already have.

---

G @ L E B V S B L N T B M S A P  
R S J M P Z B E L e B o W S Y K  
R j K R E B C A S V A D M F C  
W T D M N S A P T B Q J S X N O  
R H E L u U o T D M Y A j F U  
A B F C Z M E m R V Q S T U L G  
K S M H A P R S J M P Z B E L e B  
o W S D K R j Y N M B o i W B  
H R M Y A B K i F X G E M S A

---

# CONTACT

## PRESS

### Julia Thet

julia.thet@fontyou.com  
+33 (0)6 20 99 26 63

## COMMUNICATION

### Gregori Vincens

gregori.vincens@fontyou.com  
+33 (0)6 81 15 65 73

### Valentine Proust

valentine.proust@fontyou.com  
+33 (0)6 27 67 24 97

# LINKS

## PLATFORM

<http://co-create.fontyou.com>

## SHOP

<http://fontyou.com>

## MOVIE

<http://co-create.fontyou.com/#video>

.....  
*"Many digital initiatives try to address online co-creation but very few manage to do it like Fontyou: the pure intention of the proposition is so well translated be it at the level of the original user experience as well as the pertinent response from a technical point of view. This project responds to the new design and creative uses whilst proposing a top-notch digital environment."*

**Anne Asensio** - Vice-President Design Dassault Systemes  
Member of Collège des designers (mission «pour une politique nationale de design»)

*"Fontyou is a unique, innovative and collaborative project. It fully corresponds to the current move redefining creation and production. Not only by introducing a collective approach but also by making sure that there is a fair and real payment for each co-creator, Fontyou is bound to become one of the world's main hubs for typographical creation"*

**Jean Baptiste Roger** - Director of La Fonderie  
(Digital agency of the Île-de-France)

*"The experienced Fontyou team develops a growth project which will redefine the French design sector. The Fontyou model proves the ability of the French to innovate in the areas of design and creation. This startup will certainly be a very impressive international showcase for France."*

**Jean-Baptiste Danet** - CEO Dragon Rouge,  
Vice-President CroissancePlus

*"I would like to thank you all for making my dream possible, it's with many pleasure that I see Fontyou is already selling my font Booster FY. Without your help it wouldn't have been possible. THANK YOU"*

**Luis Bandovas** - Graphic designer and early user

*"I'm very proud of this collab! Thank you, you made my idea into a truly amazing work!"*

**Jason Vandenberg** - Calligrapher and early user

# THE TEAM



GRÉGORI VINCENS  
**CEO**



NICOLAS BOUDRIOT  
**CTO**



VALENTINE PROUST  
**Creation & Com. Dir.**



GIA TRAN  
**Type Designer**



ALISA NOWAK  
**Type Designer**



JÉRÉMIE HORNUS  
**Type Designer  
& Engineer**



ALEXANDRE PICHON  
**Lead Developer**



DENIS MOULIN  
**UI/UX Designer**



JULIEN PRIEZ  
**Type & Graphic  
Designer**



CHARLOTTE DEMONQUE  
**Copywriter & CM**



ARTHUR ALLAMAND  
**Digital Marketing guy**



YANN PICARD DE MULLER  
**Developer**



RÉMY RADIX  
**Developer**



TEDDY COMINET  
**Developer**

# THE FONTS

blues. Blue  
others like and hu  
first foot on shades of blue, y  
hake along the same color. This is no  
tion, except for things are nice they are  
walked on clouds. ger. This is not because  
al skin. The island enticing they are not  
the warmth. When is not because the  
ness, it's other follies tropical birds th  
is of monumental be good. The pa  
ground exist. But alt  
with beach

PORTU  
abcde fghijkl  
mnpqrstu vwxyz  
0123456789

You've pro  
red Shivja  
advertiser

THE  
B  
A  
S  
T  
S

sweet  
hood taste  
ATHEMATIC  
♥ sympathetic ♥

POIS  
ERBIL  
PAYEY

Luffin  
MAN

... a pinch of sa  
... a splash of butter  
... a dash of vanilla  
... a few range eggs  
... beaten, to glaze

SÉRAFINE FV  
HOW SHE MET KLAUS  
perfect love s  
no ne

Papeterie  
Georgette  
Charcuterie

& serious  
mous  
Glamou  
LITER

The  
Sugar  
Quest

MARIA-  
NINA FV

ALCO  
ESTAV  
loral // 12 et 13 juillet  
ove Art & Savoir Faire Imaginent  
royable fête d'un gang fabuleux  
E PEACOCK SOCIETY  
RICHE HAWTIN, LUCIANO, GESAPPEY  
RED, BRON MOHAWRE et plus encore!  
ry, dance floor open air au mit  
nit, pavillons secrets et aut  
12 et 13 juillet au Parc Flor

Decorative calligraphic pattern