BEBAS NEUE PRO

a **condensed** typeface with expanded possibilities

BEBAS NEUE PRO was created by Ryoichi Tsunekawa in 2019, but its history goes back to the early 2000s. Ryoichi studied engineering and architecture at Nagoya University. Although he didn't study type specifically, he did learn about design and its movements throughout history. He also always concerned himself over what fonts he was using in his architecture work because he wanted to stand out, but also wanted the type to reflect his work. After briefly working as an architectural engineer in Tokyo, he became a freelance graphic designer and grew to love type design.

In 2005, Ryoichi started his own type foundry, Dharma Type, although he never thought he could make a living from it. He began by distributing free fonts for the first few years, including Bebas, a condensed modern sans-serif font, which only came in caps. For Ryoichi, he created this font to gain experience and feedback from the world.

In 2010, he revisited this font to create Bebas Neue for the same reason. It grew in popularity over the years for its use as titles and headings. In 2014, Netflix even used it as the basis for their new logo. "In spite of the fact that Bebas Neue only has uppercases, it became a very popular font for these 10 years. At the same time, we received many requests for adding lowercases. To be honest,

we had been developing a whole new Bebas Neue with lowercases secretly for a long time."

Finally in 2019, Bebas Neue Pro was released. Not only did Ryoichi add lowercases, but he added much more. It now includes semi-expanded and expanded versions, italics, a variety of font weights, accents, and Cyrillic language support. Numbers also come in proportional, tabular, superior, and inferior forms. Throughout all variations and

> Bebas Neue Pro has 40 style variations, all of which maintain its characteristic geometric forms.

additions, Ryoichi made sure to keep true to the original Bebas Neue font, especially in creating the lowercases. It retains its geometric basis, and can be characterized by its large x-height for readability, short descenders, equal cap and ascender heights, and perpendicular terminals.
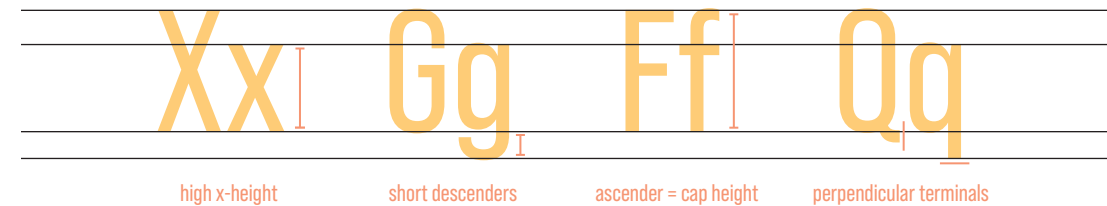
Although Bebas Neue has solidified itself as a font for eye-catching headlines and titles, the Pro version has opened up the possibilities. It can now be used as body copy and for less intense applications, while retaining its modern geometric roots.

"Bebas Neue Pro: A Favorite Sans Serif With Serious Upgrades." *YouWorkForThem*, 26 Aug. 2019, https://blog.youworkforthem.com/2019/08/26/bebas-neue-pro-a-favorite-sans-serif-with-serious-upgrades/.

"The History and Evolution of the Netflix Logo." *FreeLogoDesign*, 12 Mar. 2021, https://www.freelogodesign.org/blog/2021/12/03/the-history-and-evolution-of-the-netflix-logo.

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Tsunekawa, Ryoichi. "Bebas Neue Pro." *Dharma Type*, https://dharmatype.com/bebas-neue-pro.

Samples of how Bebas Neue Pro can be used on products.

Xx   Gg   Ff   Qq

high x-height   short descenders   ascender = cap height   perpendicular terminals