



AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

0123456789

*&^%\$#@!

Regular
Italic
Bold
Italic Bold
ExtraBlack

sans
serif

with
a

hint of

1958

glyphic

serif

Optima, crafted by renowned typographer

Hermann Zapf

and introduced by the D. Stempel AG foundry in Frankfurt, West Germany in 1958, stands as a **humanist sans-serif** font with a distinctive touch. Its letterforms, while sans-serif in classification, subtly embrace a swelling at their terminals, evoking a **hint of glyphic serif**.

The inspiration for Optima stems from Zapf’s encounter with classical Roman capitals and the intricate stone carvings found on Renaissance-era tombstones during his visit to Florence in 1950.

Zapf conceived Optima as a versatile typeface **suitable for both body text and headings**. Demonstrating its adaptability, Zapf set his entire book “About Alphabets” in the regular weight of Optima.

Even in his later years, Zapf remained involved in refining the design, collaborating on various iterations and expansions well into his eighties.