



# Retain. Retain. Retain.

Hairline

Light

**Semibold**

Thin

Regular

**Bold**

Extra Light

Medium

**Extra Bold**

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## A contemporary grotesque for everyday use.

Retain includes nine upright weights—from a whisper-thin Hairline to a beefy Extra Bold—plus a variable version that unlocks more weight options. With over ten stylistic sets, including alternate forms and a choice of round or square dots, this hardworking sans offers multiple voices across your brand while maintaining a consistent look and feel. Retain is optimised for sizes from captions to headlines and packed with extras like discretionary ligatures, case-sensitive punctuation, multiple figure sets, arrows, symbols, and support for over 390 languages.

## Why choose Retain?:

**Nine weights** from Hairline to Extra Bold

**Variable font** for customising weight with fine precision

**Optimised text sizes** for enhanced clarity in print and on screen

**Versatile alternates** to change up your brand's tone of voice

**Figure sets** including lining, oldstyle, circled, and fractions

**Features** from ligatures to case-sensitive punctuation

**Supplementary glyphs** such as arrows, symbols, and more

**Extensive language support** for Latin S+M (390+ languages)

  
**VARIABLE  
FONT**

*Designed by Ramakrishna Manda & Troy Leinster ©2025.*

## Character-set

Uppercase ABCDEFGHIJKLMNOPQRRRSTUVWXYZ

Lowercase aabcdefghijklmnopqrstuvwxyz

Standard Ligatures ff fi ffi fj ffj fj ffj fl ffi

Discretionary Ligatures fb ffb fh ffh fi ffi fk ffk ft fft tt ftt tt ftt tt ftt

Lining + Oldstyle Figures 0123456789 0123456789

Circled Figures ①②③④⑤⑥⑦⑧⑨ 0 1 2 3 4 5 6 7 8 9

Fractions  $\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{5}$   $\frac{2}{5}$   $\frac{3}{5}$   $\frac{4}{5}$   $\frac{1}{6}$   $\frac{5}{6}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$

Currency \$ ¢ £ € ¥ ₹ Rs ₪ ₤ ₦ ₩ ₪ ₮ ₯ ₰ ₱

Punctuation &!;?;!;? \_ \_ \_ \_ \_ '""' \_ \_ \_ \_ \_ +\*# ©(P)® SMTM aO

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Math  $+ - = \div \times \cdot \pm < > ^ \sim ^\circ ' ''$

[illegible][illegible]

Arrows + Symbols 



## Styles

- Hairline** Retain offers nine upright weights from a fine Hairline to a beefy Extra Bold. With over ten stylistic sets containing alternate forms and a choice of round or square dots, this hardworking sans will allow your brand to change things up, while maintaining a consistent look and feel. Retain
- Thin** Retain offers nine upright weights from a fine Hairline to a beefy Extra Bold. With over ten stylistic sets containing alternate forms and a choice of round or square dots, this hardworking sans will allow your brand to change things up, while maintaining a consistent look and feel. Retain
- Extra Light** Retain offers nine upright weights from a fine Hairline to a beefy Extra Bold. With over ten stylistic sets containing alternate forms and a choice of round or square dots, this hardworking sans will allow your brand to change things up, while maintaining a consistent look and feel. Retain
- Light** Retain offers nine upright weights from a fine Hairline to a beefy Extra Bold. With over ten stylistic sets containing alternate forms and a choice of round or square dots, this hardworking sans will allow your brand to change things up, while maintaining a consistent look and feel. Retain
- Regular** Retain offers nine upright weights from a fine Hairline to a beefy Extra Bold. With over ten stylistic sets containing alternate forms and a choice of round or square dots, this hardworking sans will allow your brand to change things up, while maintaining a consistent look and feel. Retain
- Medium** Retain offers nine upright weights from a fine Hairline to a beefy Extra Bold. With over ten stylistic sets containing alternate forms and a choice of round or square dots, this hardworking sans will allow your brand to change things up, while maintaining a consistent look and feel. Retain
- Semibold** Retain offers nine upright weights from a fine Hairline to a beefy Extra Bold. With over ten stylistic sets containing alternate forms and a choice of round or square dots, this hardworking sans will allow your brand to change things up, while maintaining a consistent look and feel. Retain
- Bold** Retain offers nine upright weights from a fine Hairline to a beefy Extra Bold. With over ten stylistic sets containing alternate forms and a choice of round or square dots, this hardworking sans will allow your brand to change things up, while maintaining a consistent look and feel. Retain
- Extra Bold** Retain offers nine upright weights from a fine Hairline to a beefy Extra Bold. With over ten stylistic sets containing alternate forms and a choice of round or square dots, this hardworking sans will allow your brand to change things up, while maintaining a consistent look and feel. Retain



## Pairing Weights

For subtle contrast use one weight step

Hairline  
+Thin Retain offers nine upright weight  
sets containing alternate forms a  
your brand to change things up, v

Thin  
+ExLight Retain offers nine upright weigh  
sets containing alternate forms  
allow your brand to change thing

ExLight  
+Light Retain offers nine upright weigh  
sets containing alternate forms  
allow your brand to change thin

Light  
+Regular Retain offers nine upright weigh  
sets containing alternate forms  
allow your brand to change thin

Regular  
+Medium Retain offers nine upright weigh  
sets containing alternate form  
allow your brand to change thin

Medium  
+Semibold Retain offers nine upright weigh  
**ten stylistic sets containing al**  
hardworking sans will allow yo

Semibold  
+Bold Retain offers nine upright wei  
**ten stylistic sets containing a**  
hardworking sans will allow y

Bold  
+ExBold Retain offers nine upright we  
**ten stylistic sets containing**  
**this hardworking sans will all**

For high contrast use two weight steps

Hairline  
+ExLight Retain offers nine upright weight  
**ten stylistic sets containing alte**  
hardworking sans will allow your

Thin  
+Light Retain offers nine upright weigh  
**ten stylistic sets containing alte**  
this hardworking sans will allow

ExLight  
+Regular Retain offers nine upright weigh  
**ten stylistic sets containing alte**  
this hardworking sans will allow

Light  
+Medium Retain offers nine upright weigh  
**ten stylistic sets containing alt**  
this hardworking sans will allow

Regular  
+Semibold Retain offers nine upright weigh  
**ten stylistic sets containing al**  
this hardworking sans will allow

Medium  
+Bold Retain offers nine upright weigh  
**over ten stylistic sets contain**  
**square dots, this hardworking**

Semibold  
+ExBold Retain offers nine upright wei  
**over ten stylistic sets conta**  
**square dots, this hardworking**

**Recommended Minimum Sizes**

	Print	Screen
Hairline	6 pt	10 px
Thin	6 pt	10 px
Extra Light	6 pt	10 px

	Print	Screen
Light	6 pt	10 px
Regular	6 pt	10 px
Medium	6 pt	10 px

	Print	Screen
Semibold	6 pt	10 px
Bold	7 pt	12 px
Extra Bold	9 pt	15 px

**For use at larger sizes we suggest the following tracking values:**

Hairline

24 pt -65 Amazingly few discotheques provide jukebox

48 pt -70 Amazingly few discotheques provide jukebox

70 pt -80 Amazingly few discotheques provide jukebox

Regular

24 pt -55 Amazingly few discotheques provide jukebox

48 pt -60 Amazingly few discotheques provide jukebox

70 pt -70 Amazingly few discotheques provide jukebox

Extra Bold

24 pt -25 Amazingly few discotheques provide jukebox

48 pt -30 Amazingly few discotheques provide jukebox

70 pt -40 Amazingly few discotheques provide jukebox



## OpenType Features

Select **Hooked tail 'a'**  
to add a hooked tail.

a→a

Choose **Proportional  
Oldstyle Figures** for use  
with lowercase text.

123→123

Select **Short hooked 't'**  
to lower the ascender  
of the default 't'.

t→t

Select **Figures circled** or  
**Figures circled on black**  
to switch Lining Figures.

1234→①②③④

Select **Straight 't'**  
to change to a straight  
cross-like 't'.

t→t

Select **Raised colon**  
for use with caps  
and lining figures.

12:30→12:30

Select **Short straight 't'**  
to lower the ascender  
of the straight  
cross-like 't'.

t→t

Select **Fractions** in  
for pre-built fractions.

1/2→½

Select **Hooked 'J'**  
to switch the default  
'J' to a hooked style.

J→J

Select the **Numero sign**  
to replace the number  
sign with Numero.

#→№

Select **Diagonal 'R'**  
to switch the leg of the  
'R' to a diagonal form.

R→R

Select **Capital  
punctuation** for raised  
punctuation to use with  
caps and Lining Figures.

[H-H]→[H-H]

Select **Angular 'R' and 'Q'**  
to switch the leg of the 'R'  
and the terminal of the 'Q'  
to an angular form.

RQ→RQ

Turn on **Ligatures**  
to better manage  
awkward character  
combinations.

ffi→ffi

Select **Square dots** in to  
replace all round dots  
to square dots.

ij.→ij.

Turn on **Discretionary  
Ligatures** to use the  
extended ligature set.

fft→fft

## Language Support

Arbëreshë Albanian, Eastern Abnaki, Afar, Arvanitika Albanian, Western Abnaki, Abron, Achinese, Achuar-Shiwiar, Acheron, Adangme, Eastern Arrernte, Afrikaans, Aguaruna, Gheg Albanian, Tosk Albanian, Amahuaca, Yanesha', Amis, Amarakaeri, Uab Meto, Apinayé, Aragonese, Arabela, Mapudungun, Asu (Tanzania), Asturian, Waorani, Anuta, Southern Aymara, Central Aymara, South Azerbaijani, North Azerbaijani, Bambara, Balinese, Baatonum, Batak Toba, Baoulé, Biali, Bemba (Zambia), Bena (Tanzania), Bari, Bikol, Bini, Bislama, Bora, Bosnian, Boko (Benin), Breton, Batak Dairi, Batak Mandailing, Batak Simalungun, Batak Karo, Bushi, Garifuna, Kaqchikel, Catalan, Chachi, Chavacano, Cashibo-Cacataibo, Cashinahua, Chayahuita, Candoshi-Shapra, Cebuano, Czech, Falam Chin, Chiga, Chamorro, Ojiltán Chinantec, Chuukese, Cimbrian, Chokwe, Central Kurdish, Hakha Chin, Asháninka, Montenegrin, Cofán, Cornish, Corsican, Caquinte, Pichis Ashéninka, Crimean Tatar, Seselwa Creole French, Chiltepec Chinantec, Kashubian, Tedim Chin, Welsh, Danish, Taita, Dendi (Benin), German, Southern Dagaare, Andaandi, Dongolawi, Dehu, Dimli, Zarma, Lower Sorbian, Duala, Jola-Fonyi, Dyula, Embu, Standard Estonian, Eastern Maninkakan, English, Ese Ejja, Basque, Faroese, Fanti, Maasina Fulfulde, Nobiin, Fijian, Filipino, Finnish, Kven Finnish, French, Western Frisian, Adamawa Fulfulde, Pulaar, Borgu Fulfulde, Western Niger Fulfulde, Bagirmi Fulfulde, Central-Eastern Niger Fulfulde, Friulian, Nigerian Fulfulde, Ga, Gagauz, Borana-Arsi-Guji Oromo, West Central Oromo, Guadeloupean Creole French, Gilbertese, Gonja, Scottish Gaelic, Irish, Galician, Manx, Gooniyandi, Ga'anda, Swiss German, Wayuu, Paraguayan Guaraní, Yanomamö, Gusii, Hän, Eastern Oromo, Haitian, Hausa, Hawaiian, Northern Qiangong Miao, Hiligaynon, Southern Qiangong Miao, Hani, Caribbean Hindustani, Hopi, Croatian, Upper Sorbian, Hungarian, Huastec, Murui Huitoto, Ibibio, Igbo, Iloko, Indonesian, Icelandic, Italian, Jamaican Creole English, Javanese, Shuar, Japanese, Kalaallisut, Kamba (Kenya), Makonde, Kabuverdianu, Kekchí, Kaingang, Khasi, Koyra Chiini Songhay, Kikuyu, Kinyarwanda, Kirmanjki, Kalenjin, Kimbundu, Northern Kurdish, Kongo, Konzo, Kaonde, Northern Kissi, Krio, Karelian, Shambala, Bafia, Kölsch, Kituba (DRC), Kuanyama, Awa-Cuaiquer, Ladino, Latin, West-Central Limba, Ligurian, Lingala, Lithuanian, Ladin, Lombard, Otuhó, Lozi, Latgalian, Luxembourgish, Luba-Lulua, Luba-Katanga, Ganda, Luo (Kenya and Tanzania), Mizo, Standard Latvian, Madurese, Marshallese, Mam, Sharanahua, Matsés, Mende (Sierra Leone), Meru, Mauritian Creole, Makhwa-Meetto, Meta', Mi'kmaq, Minangkabau, Mískito, Malagasy, Maltese, Montagnais, Mohawk, South Marquesan, Maori, North Marquesan, Totontepec Mixe, Creek, Murrinh-Patha, Mirandese, Kala Lagaw Ya, Metlatónoc Mixtec, Ixcatlán Mazatec, Naga Pidgin, Neapolitan, Nyemba, South Ndebele, North Ndebele, Ndonga, Low German, Central Nahuatl, Niuean, Ao Naga, Kwasio, Norwegian, Nomatsiguenga, Pedi, Nyanja, Nyamwezi, Nyankole, Nzima, Occitan, Orma, Oroqen, Mezquital Otomi, Pampanga, Papiamentu, Palauan, Páez, Picard, Pijin, Pintupi-Luritja, Paluan, Piemontese, Polish, Pohnpeian, Portuguese, Potawatomi, Upper Guinea Crioulo, Pipil, Ashéninka Perené, K'iche', Quechua, Cook Islands Māori, Balkan Romani, Vlax Romani, Romansh, Romanian, Rotokas, Rundi, Istro Romanian, Macedo-Romanian, Rwa, Sango, Samburu, Sangu (Tanzania), Sicilian, Sena, Seri, Koyraboro Senni Songhai, Secoya, Shilluk, Shipibo-Conibo, Shawnee, Slovak, Slovenian, Southern Sami, Lule Sami, Inari Sami, Samoan, Shona, Soninke, Siona, Somali, Southern Sotho, Spanish, Sardinian, Saramaccan, Sranan Tongo, Swati, Sundanese, Susu, Maore Comorian, Congo Swahili, Swedish, Swahili, Silesian, Tahitian, Atayal, Tetun Dili, Timne, Teso, Tetum, Tagalog, Tiv, Tokelau, Tsakhur, Talysh, Toba, Tonga (Zambia), Tonga (Tonga Islands), Papantla Totonac, Tok Pisin, Tswana, Tsonga, Purepecha, Muslim Tat, Turkmen, Tumbuka, Turkish, Tuvalu, Twi, Tasawaq, Tzeltal, Tzotzil, Meriam Mir, Umbundu, Munsee, Northern Uzbek, Venetian, Veps, Vietnamese, Makhwa, Võro, Walser, Waray (Philippines), Warlpiri, Wik-Mungkan, Ho-Chunk, Walloon, Wallisian, Mwani, Wolof, Wiradjuri, Wasa, Waama, Wangaaybuwan-Ngiyambaa, Xavánte, Xhosa, Kenzi, Mattokki, Soga, Yagua, Yao, Yapeese, Yangben, Yindjibarndi, Makwe, Yoruba, Yucateco, Zapotec, Ngazidja Comorian, Malaysian, Záparo, Standard Malay, Zulu, Zuni

### Retain supports Mark-to-Base and Mark-to-Mark accent stacking.

Put any accent on any character and keep stacking!

### Retain is kerned carefully using human eyes.

Please use the 'metrics' setting in your design software to ensure you are seeing the spacing and kerning the type designer carefully created by eye. Avoid using the 'optical' setting in your design software—a mathematical algorithm to attempt to mimic what a human eye sees.