

ORA Custom Typefaces

Technical User Guide

The ORA typefaces were designed specifically for ORA and may only be used for the ORA brand.

As a service provider, contractor or as an external partner of ORA you or your company must license the fonts through Character Type.

Please follow the link for licensing:

www.charactertype.com/typefaces/ora-license/

The typeface styles

ORAfunkyHeadline

ORAfunkyText Regular

ORAfunkyText Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !?.,;

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z

Character set display for ORAfunkyHeadline. The display includes a search bar at the top right with the text 'Suchen'. The main area contains a grid of characters, including uppercase and lowercase letters with various diacritics and ligatures, numbers, and punctuation. The characters are arranged in 15 rows and 30 columns. The first row shows characters from 'A' to 'G'. The second row shows 'H' to 'O'. The third row shows 'P' to 'Y'. The fourth row shows 'ÿ' to 'è'. The fifth row shows 'ē' to 'ō'. The sixth row shows 'ö' to 'w'. The seventh row shows 'ŵ' to 'ð'. The eighth row shows 'E' to 'N'. The ninth row shows 'Ň' to 'Ü'. The tenth row shows 'ù' to 'č'. The eleventh row shows 'č' to 'j'. The twelfth row shows 'k' to 'š'. The thirteenth row shows 'ß' to '3'. The fourteenth row shows '4' to 'i'. The fifteenth row shows '?' to '§'. The sixteenth row shows '©' to '→'. The seventeenth row shows '↘' to '↕'. At the bottom center, there is a label 'ORAfunkyHeadline' in a dark box.

ORAfunkyHeadline

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !?.,;

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !?.,;**

Character set display for the ORA typeface, showing uppercase and lowercase letters, numbers, and various symbols. The characters are arranged in a grid with their corresponding names or descriptions below them.

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------|----------------|----------------|---------------|---------------|-------------|-------------|--------------|-----------|-------------|---------------|-------------|---------------|--------------|-------------|-------------|-------------|------------|--------------|------------|--------------|-------------|-------------|---------------|---------------|-------------|-------------|--------------|--------------|------|
| A | Á | Ă | Â | Ä | À | Ā | Ą | Å | Ã | Æ | B | C | Ć | Č | Ç | Ĉ | D | Đ | Ď | Ð | E | É | Ě | Ê | Ë | È | Ē | | |
| A | Aacute | Abreve | Acirc...mflex | Adieresis | Agrave | Amacron | Aogonek | Aring | Atilde | AE | B | C | Cacute | Ccaron | Ccedilla | Cdotaccent | D | Eth | Dcaron | Dcroat | E | Eacute | Ecaron | Ecirc...mflex | Edieresis | Edotaccent | Egrave | Emacron | |
| Ę | F | G | Ğ | Ġ | Ģ | H | Ĥ | I | IJ | Í | Î | İ | Ì | Ī | Ĵ | J | K | Ķ | L | Ł | Ł' | Ł | Ł | Ł | M | N | Ń | Ñ | |
| Eogonek | F | G | Gbreve | Gcirc...cent | Gdot...cent | H | Hbar | I | IJ | Iacute | Icircumflex | Idieresis | Idotaccent | Igrave | Imacron | Iogonek | J | K | Kco...cent | L | Lacute | Lcaron | Lco...cent | Lslash | M | N | Nacute | Ncaron | |
| Ń | Ñ | O | Ó | Ô | Ö | Ò | Õ | Ō | Ø | Ŏ | Œ | P | Þ | Q | R | Ŕ | Ř | Ŗ | S | Ś | Š | Ş | Ș | ß | T | Ť | Ț | Ț | |
| Nco...cent | Ntilde | O | Oacute | Ocirc...mflex | Odieresis | Ograve | Ohu...laut | Omacron | Oslash | Otilde | OE | P | Thorn | Q | R | Racute | Rcaron | Rco...cent | S | Sacute | Scaron | Scedilla | Sco...cent | Ger...ndbls | T | Tcaron | Tcedilla | Tco...cent | |
| U | Ú | Û | Ü | Ù | Ŭ | Ū | Ų | Ű | V | W | Ŵ | Ŷ | Ẁ | Ẃ | Ẅ | X | Y | Ý | ÿ | ÿ | ÿ | Z | Zacute | Zcaron | Zdot...cent | a | á | ă | â |
| U | Uacute | Ucirc...mflex | Udieresis | Ugrave | Uhu...mlaut | Umacron | Uogonek | Uring | V | W | Wacute | Wcirc...mflex | Wdieresis | Wgrave | X | Y | Yacute | Ycirc...flex | Ydieresis | Ygrave | Z | Zacute | Zcaron | Zdot...cent | a | aacute | abreve | acirc...flex | |
| ä | à | ā | ą | å | ã | æ | b | c | ć | č | ç | ĉ | d | ď | đ | e | é | ě | ê | ë | è | è | ē | ę | f | g | ğ | | |
| adieresis | agrade | amacron | aogonek | aring | atilde | ae | b | c | cacute | ccaron | ccedilla | cdotaccent | d | eth | dcaron | dcroat | e | eacute | ecaron | ecirc...flex | edieresis | edotaccent | egrave | emacron | eogonek | f | g | gbreve | |
| ğ | ğ | h | ħ | i | ı | í | î | ï | ì | ij | ī | ĵ | ĵ | k | ķ | l | ĺ | ł | ł | ł | ł | ł | ł | m | n | ń | ñ | ŋ | ň |
| gco...cent | gdotaccent | h | hbar | i | idotless | iacute | icircumflex | idieresis | idotaccent | igrave | ij | imacron | iogonek | j | jdottedless | k | kco...cent | l | lacute | lcaron | lcom...cent | lslash | m | n | nacute | ncaron | nco...cent | ntilde | |
| o | ó | ô | ö | ò | õ | ō | ø | õ | œ | p | þ | q | r | ŕ | ř | ŗ | s | ś | š | ş | ș | ß | t | ť | ț | ț | u | ú | |
| o | oacute | ocirc...mflex | odieresis | ograde | ohun...laut | omacron | oslash | otilde | oe | p | thorn | q | r | racute | rcaron | rco...cent | s | sacute | scaron | scedilla | sco...cent | ger...ndbls | t | tcaron | tcedilla | tco...cent | u | uacute | |
| û | ü | ù | ű | ū | ų | ű | v | w | ŵ | ŵ | Ẁ | Ẃ | Ẅ | x | y | ý | ÿ | ÿ | ÿ | z | zacute | zcaron | zdotaccent | b.bogen | zero | one | two | three | four |
| ucirc...mflex | udieresis | ugrave | uhu...mlaut | umacron | uogonek | uring | v | w | wacute | wcirc...mflex | wdieresis | wgrave | x | y | yacute | ycircumflex | ydieresis | ygrave | z | zacute | zcaron | zdotaccent | b.bogen | zero | one | two | three | four | |
| 5 | 6 | 7 | 8 | 9 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | / | . | , | | |
| five | six | seven | eight | nine | zero.osf | one.osf | two.osf | three.osf | four.osf | five.osf | six.osf | seven.osf | eight.osf | nine.osf | zero.tf | one.tf | two.tf | three.tf | four.tf | five.tf | six.tf | seven.tf | eight.tf | nine.tf | fraction | space | period | comma | |
| : | ; | ... | ! | ¡ | ? | ¿ | • | • | * | # | / | \ | ' | - | - | - | - | (|) | { | } | [|] | , | „ | “ | ” | ‘ | |
| colon | semicolon | ellipsis | exclam | excl...down | question | ques...own | peri...tered | bullet | asterisk | num...rsign | slash | backslash | aste...part1 | hyphen | endash | emdash | underscore | parenleft | parenright | braceleft | braceright | bracketleft | brac...tright | quot...base | quot...base | quot...left | quot...right | quoteleft | |
| , | « | » | < | > | " | ' | GT | @ | & | ¶ | § | © | ® | ™ | ° | | ¡ | † | ‡ | № | ¢ | \$ | € | ₪ | £ | ¥ | + | - | |
| quoteright | guill...etleft | guill...tright | guils...left | guils...right | quotedbl | quot...ngle | GT | at | ampersand | paragraph | section | copyright | registered | trademark | degree | bar | brokenbar | dagger | daggerdbl | numero | cent | dollar | euro | sheqel | sterling | yen | plus | minus | |
| × | ÷ | = | ≠ | > | < | ≥ | ≤ | ± | ≈ | ~ | ¬ | ^ | % | ‰ | ↑ | ↗ | → | ↘ | ↓ | ↙ | ← | ↖ | ↔ | | | | | | |
| multiply | divide | equal | notequal | greater | less | grea...qual | lessequal | plusminus | appr...qual | asciitilde | logicalnot | asciicircum | percent | pert...sand | upArrow | nort...rrow | rightArrow | sout...rrow | downArrow | sout...rrow | leftArrow | nort...rrow | leftR...rrow | | | | | | |

ORAfunkyText

The languages

All ORA fonts contain a glyphs set which covers the following languages:

Afrikaans, Albanian, Basque, Belarusian, Bislama, Bosnian, Breton, Catalan, Chamorro, Chichewa, Comorian, Croatian, Czech, Danish, Dutch, Esperanto, Estonian, Faroese , Fijian, Filipino//Tagalog, Finnish, Flemish, French, Gaelic, Gagauz, German, Gikuyu, Gilbertese, Kiribati, Haitian-Creole, Hawaiian, Hungarian, Icelandic, Indonesian, Irish, Italian, Javanese, Kashubian, Kinyarwanda, Kirundi, Latin, Latvian, Lithuanian, Luba, Ciluba, Kasai, Luxembourgish, Malagasy, Malay, Maltese, Maori, Marquesan, Moldovan, /Romanian, Montenegrin, Nauruan, Ndebele, Norwegian, Oromo, Palauan, Belauan, Polish, Portuguese, Quechua, Romanian, Romansh, Sami, Samoan, Sango, Serbian, Sesotho, Setswana, Seychellois-Creole, Swazi, Silesian, Slovak, Slovenian, Somali, Sorbian, Sotho, Spanish, Swahili, Swedish, Tahitian, Tetum, Tok-Pisin, Tongan, Tsonga, Tswana, Turkish, Turkmen, Tuvaluan, Uzbek, Wallisian, Walloon, Welsh, Xhosa, Zulu

Usage

INTRODUCING ORAfunkyHEADLINE

ORAfunkyHeadline

👉 for headlines

Innovativ, modern, günstig und mit viel Technologie, wir sprechen vom Ora Cat. Der chinesische Kompaktwagen... wird schon in diesem Jahr den Einstieg nach Europa wagen und beginnt mit dem Verkauf in Deutschland.

ORAfunkyHeadline

👉 for lead paragraphs, quotes and copy in very large sizes

Innovativ, modern, günstig und mit viel Technologie, wir sprechen vom Ora Cat. Der chinesische **Kompaktwagen** wird schon im nächsten Jahr den Einstieg nach Europa wagen und beginnt mit dem Verkauf in Deutschland. Aus dem Hause Great Wall Motors kommt mit dem **Ora Cat** ein **Lifestyle Stadtflitzer** nach Deutschland. Mit dem Modell soll vor allem ein junges Publikum angesprochen werden. Wir haben Infos und Bilder zum Elektro-City-car aus China.

GWM named the brand ORA to commemorate the world renowned scientist Leonhard Euler. It implies that ORA has leading resource technologies ME platform, strict quality standards, personality, people oriented design concept, **intelligent products, and a model** advancing with the times, so the new generation of consumers could more easily enjoy the most reliable resource electric vehicle and the driving experience beyond expectations.

Built on ME platform, the first GWM exclusive platform for electric vehicles, ORA Adora features advantages on five aspects, which are **appearance, space, intelligence equipment, safety** and **overall quality**. Lightweight design endows the product with the characteristics of longer endurance mileage and low power consumption, which fully cater to the expectations of the younger audience for vehicles.

ORAfunkyText

👉 for copy

The font files

The font files

Office fonts

for MS Office e.g., Windows
font format → **TrueType**
fontname.**ttf**



ORAfunkyHeadline.ttf



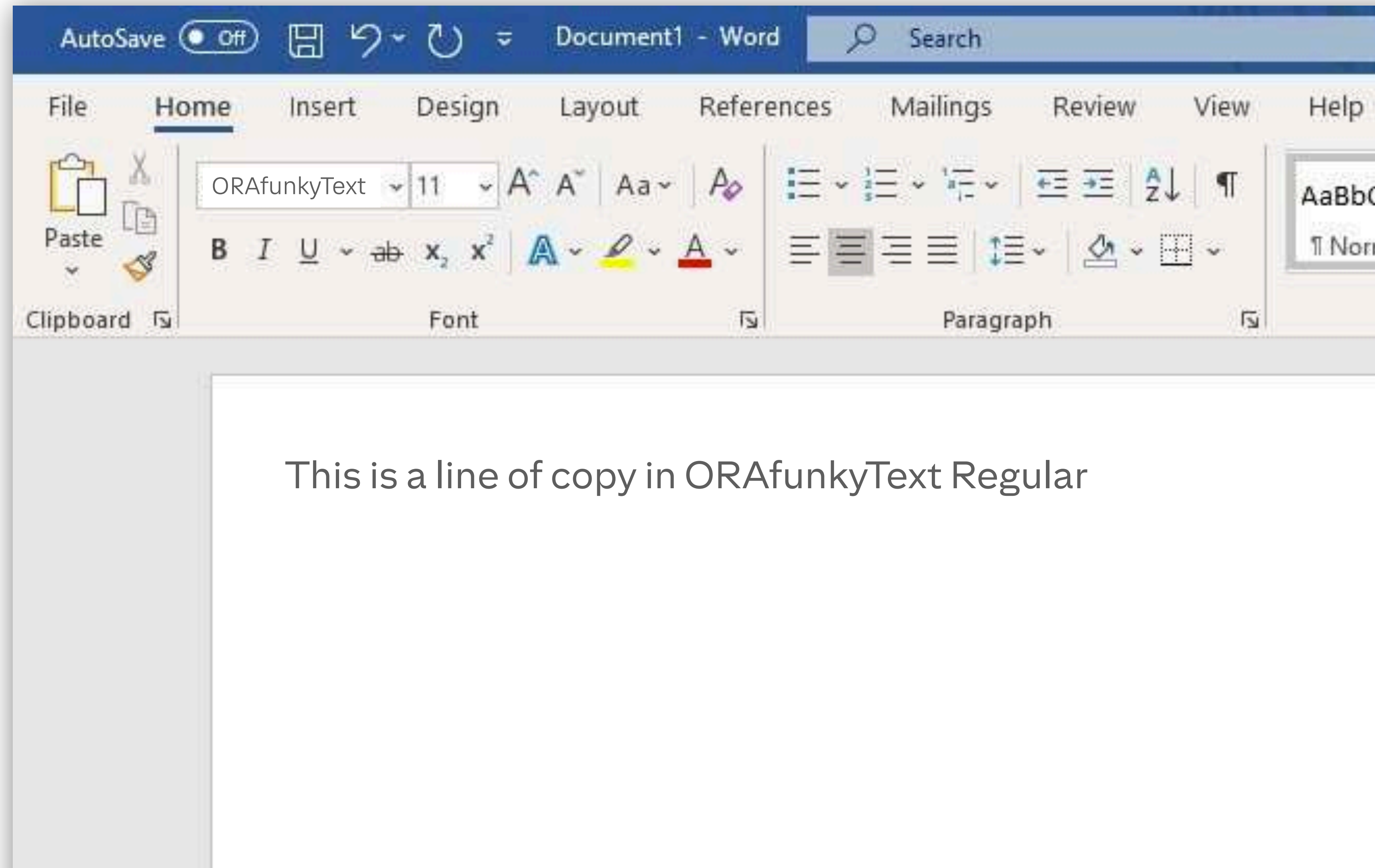
ORAfunkyText-Regular.ttf



ORAfunkyText-Bold.ttf



ORAfunkyHeadlinePPT.ttf



The font files

Office fonts

for MS Office e.g., Windows
font format → **TrueType**
fontname.**ttf**



ORAfunkyHeadline.ttf



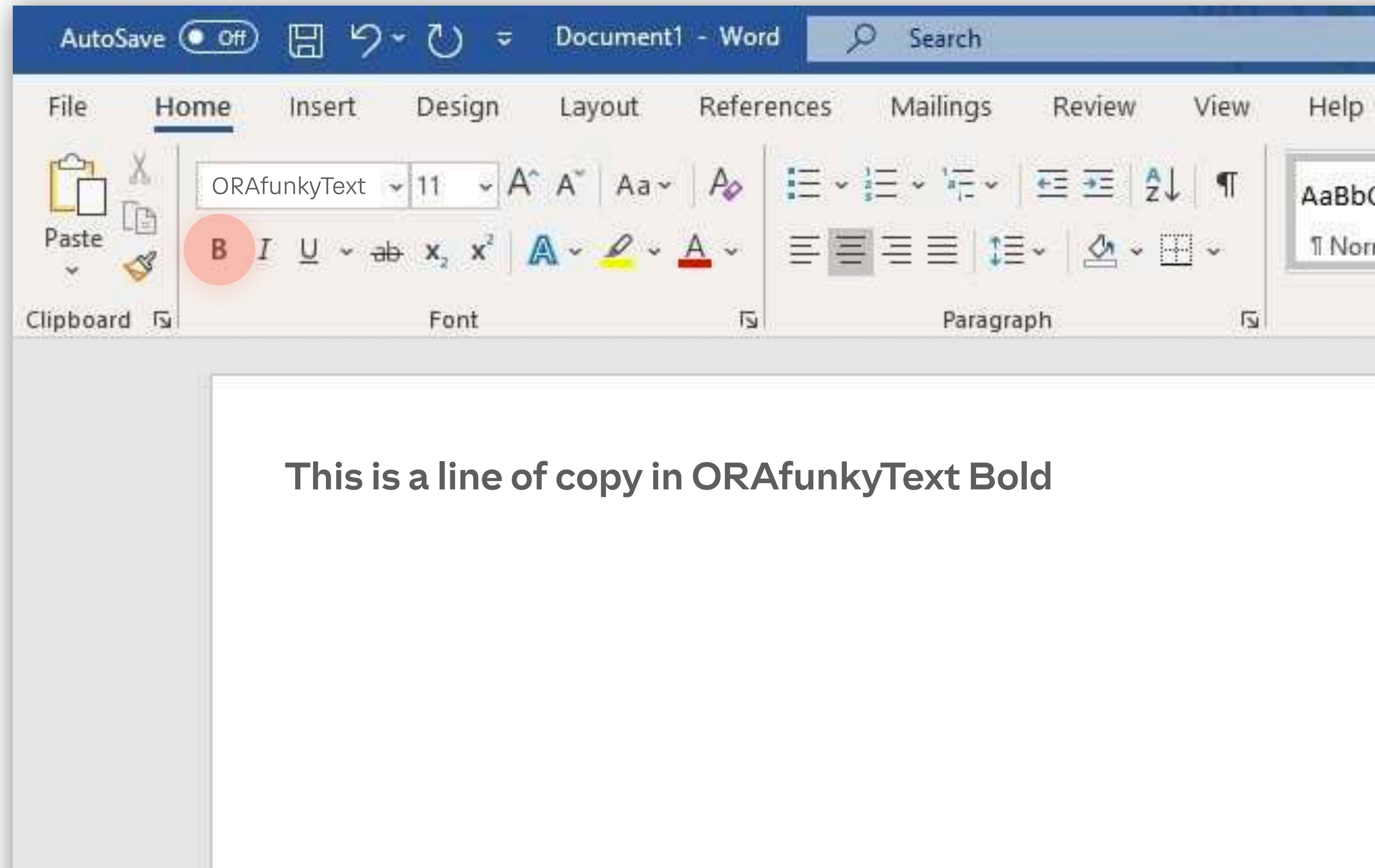
ORAfunkyText-Regular.ttf



ORAfunkyText-Bold.ttf



ORAfunkyHeadlinePPT.ttf



The font files

Office fonts

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ORAfunkyHeadline.ttf



ORAfunkyText-Regular.ttf



ORAfunkyText-Bold.ttf



ORAfunkyHeadlinePPT.ttf

»Design« fonts

for Adobe InDesign etc.

also for use within **Apps**

font format → **OpenType**

fontname.**otf**



ORAfunkyHeadline.otf



ORAfunkyText-Regular.otf



ORAfunkyText-Bold.otf

The font files

Office fonts

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ORAfunkyHeadline.ttf



ORAfunkyText-Regular.ttf



ORAfunkyText-Bold.ttf



ORAfunkyHeadlinePPT.ttf

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fontname.**otf**



ORAfunkyHeadline.otf



ORAfunkyText-Regular.otf



ORAfunkyText-Bold.otf

web fonts

for websites, browsers

font format → **WOFF/WOFF2**

fontname.**woff** and

fontname.**woff2**



ORAfunkyHeadline.woff



ORAfunkyText-Regular.woff



ORAfunkyText-Bold.woff

The algorithm

ORAfunkyHeadline contains multiple styles
(Sans, Serif and Italics) within one font file.

The font was equipped with an algorithm that automatically
mixes the styles according to the brand guidelines.

The algorithm

About 90% of these rules are automatically covered through the algorithm.

- Sans is the standard style
- A H I K U V Y are ALWAYS in serif, incl. accented letters.
- If a letter is set in serif all subsequent recurrences of this letter will be set in serif.
- The same consecutive letters (TT, NN, SS...) may both only be set in sans.
- If possible, two serif letters should NOT follow each other.
- Italics are mixed in automatically by the algorithm.
- When a letter is italic, the subsequent recurrences of that letters do not have to be italic as well.
- A maximum of 1/10 to 1/8 should be set in italics.
- B D L M P R W X Z are only set in serif when at least three preceding letters are in sans (incl. space and punctuation).

The algorithm

Usage

The algorithm Usage

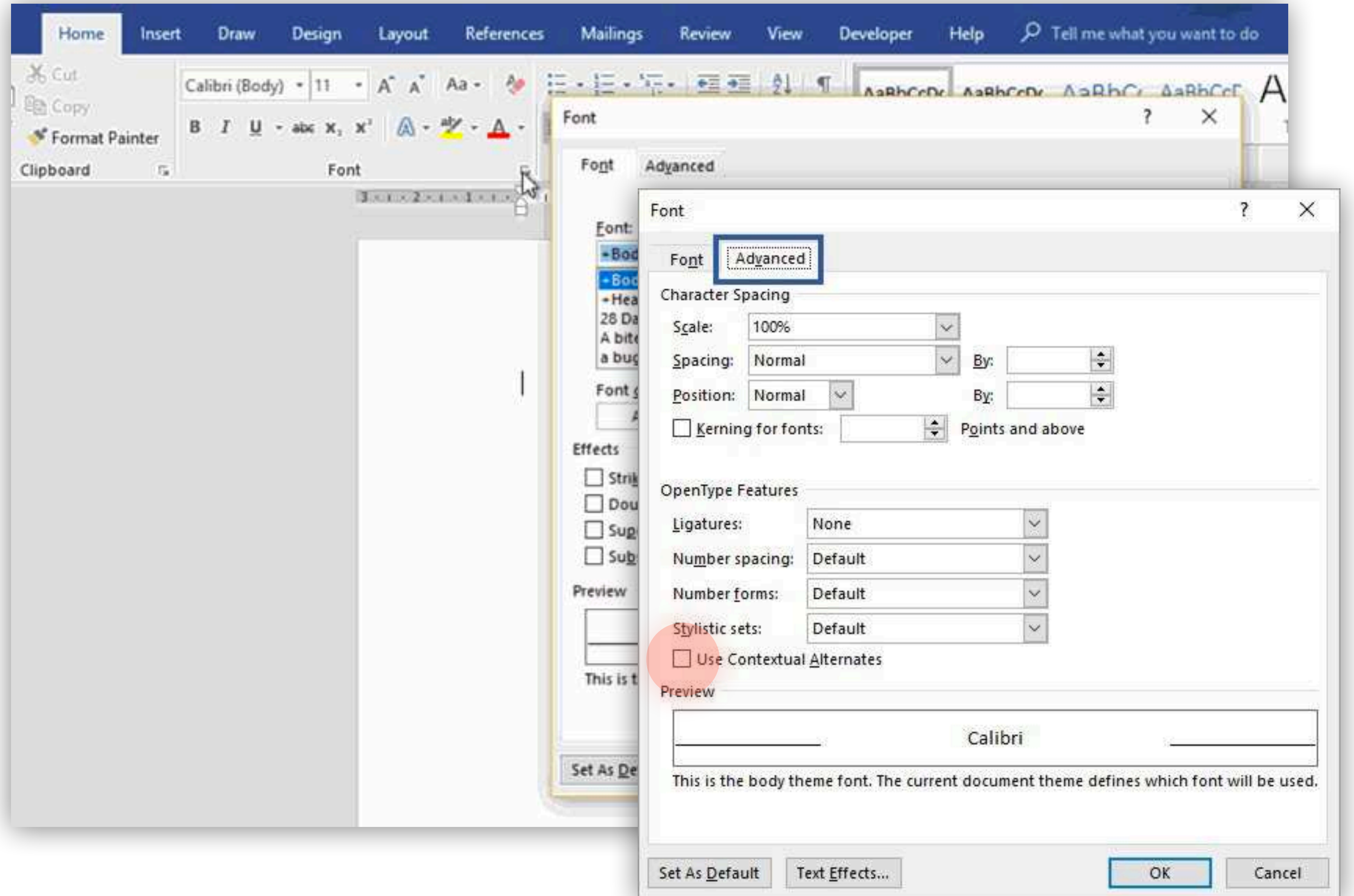
Office apps

✌ MS Word

ATTENTION:

In the »**Font > Advanced**« menu the checkmark »Use Contextual Alternates« has to be checked. This can be preset in templates.

Apples Pages and Keynote support the algorithm. Settings are found in the typography menu.



The algorithm

Usage

Office apps

👉 MS PowerPoint

ATTENTION:

Since MS PowerPoint does not support OpenType technology the font **ORAfunkyHeadlinePPT.ttf** is used in this application.

By alternating upper and lower case, the sans and serif styles can be mixed according to the brand guidelines.

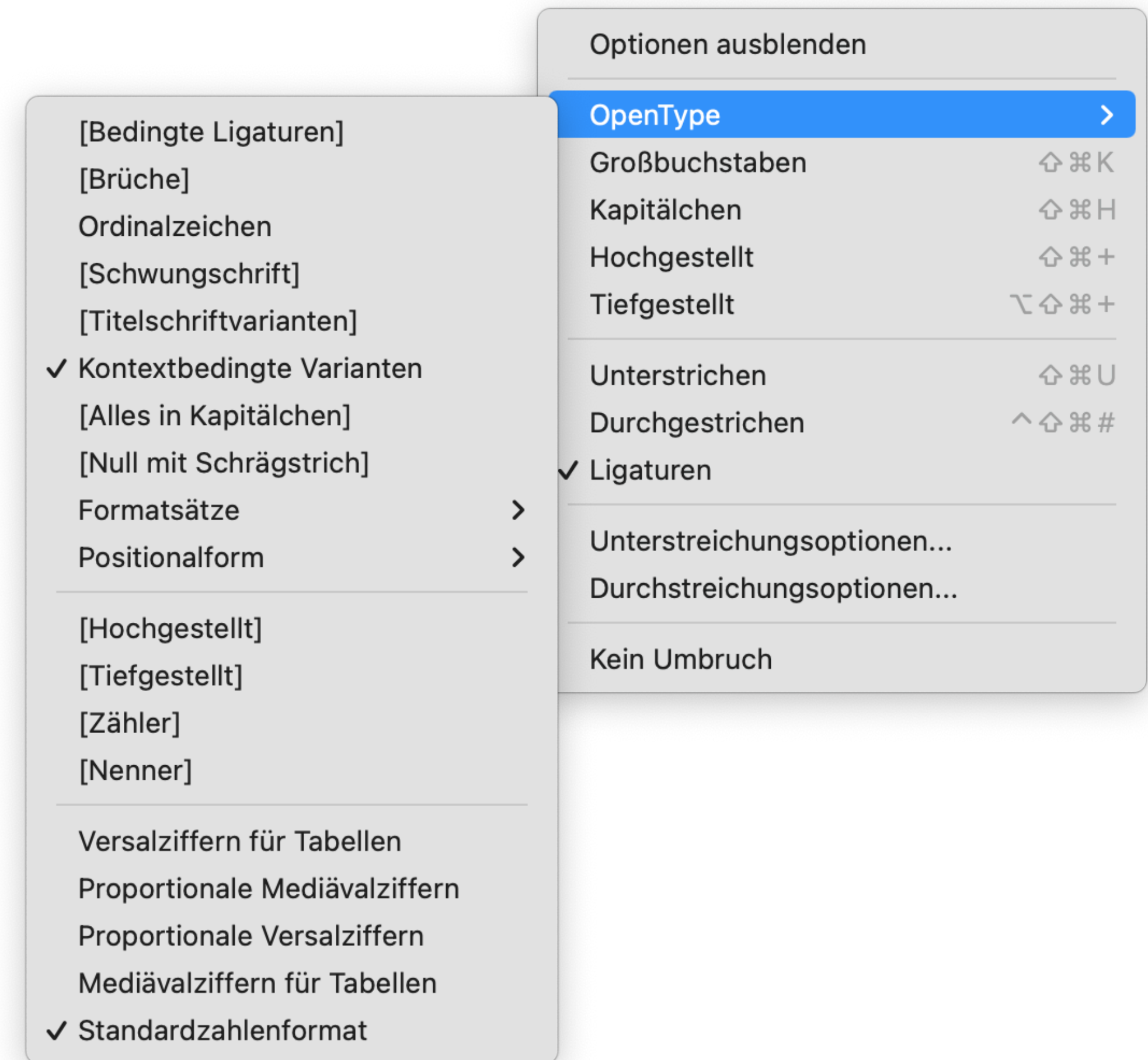
The algorithm Usage

Design apps

👉 Adobe InDesign, Illustrator, Photoshop etc.,
Figma, Sketch, Affinity etc.

When creating a document, the default settings are set so that the algorithm works smoothly.

In existing documents, it may be necessary to check whether the checkbox for »Contextual Variants« is set within the OpenType menu.



The algorithm Usage

Browser

🦄 All modern browsers support OpenType Features and therefore our algorithm.

Can I use opentype feature ? ⚙️ Settings

CSS font-feature-settings 📄 - CR

☆ Method of applying advanced typographic and language-specific font features to supported OpenType fonts.

Current aligned Usage relative Date relative **Filtered** All ⚙️

| IE | Edge * | Firefox | Chrome | Safari | Opera | Safari on iOS * | Opera Mini * | Chrome for Android | UC Browser for Android | Samsung Internet |
|----|--------|---------|--------|--------|-------|-----------------|--------------|--------------------|------------------------|------------------|
| | | | | | | 12.5 | | | | |
| | | | | | | 14.4 | | | | |
| | | | 96 | | | 14.8 | | | | |
| | 97 | 96 | 97 | 14.1 | | 15.1 | | | | |
| | 98 | 97 | 98 | 15.3 | | 15.3 | | | | |
| 11 | 99 | 98 | 100 | 15.4 | 83 | 15.4 | all | 99 | 12.12 | 16.0 |
| | | 99 | 101 | TP | | | | | | |
| | | 100 | 102 | | | | | | | |
| | | | 103 | | | | | | | |

96.17% + 0.26% = 96.43%

95.21% + 0.16% = 95.37%

Examples

PIXEL PERFECT.
ALSO INSIDE.



With a massive 10.25-inch infotainment screen: the new ORA.

LEAVES IMPRESSIONS.
NOT EMISSIONS.



100% electric: The new ORA Funky Cat.

LEAVES IMPRESSIONS.
NOT EMISSIONS.



100% electric: The new ORA Funky Cat.

THE MOST UNBELIEVABLE
THING ABOUT THIS LEATHER:
IT'S NOT LEATHER.



100% electric: The new ORA Funky Cat.

FULL OF JOY. FREE
OF EMISSIONS



100% electric: The new ORA Funky Cat.

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Thanks 

Character Type

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