

Fiero

230 PT

Fiero is an Italian word that encapsulates a surge of pride, especially one that follows a challenge or personal triumph. It represents a flash of internal victory: a powerful, emotional high that comes from pushing past difficulty and achieving something meaningful. In design and branding, this term evokes boldness, confidence, and unapologetic energy. The heavy letterforms project strength and certainty. Each glyph stands solid and unwavering, much like the feeling of accomplishment Fiero denotes. The subtle rounding on corners adds a touch of approachability, while the strong geometric structure keeps it assertive — mirroring how Fiero is both personal and powerful. The condensed form enhances the feeling of built-up intensity, like an emotion concentrated and ready to burst forth. Fiero can work for headlines, logos, or brand identities that aim to channel courage, empowerment, or boldness.

45 PT
45 LH

**Fiero is an Italian word
that encapsulates a surge
of pride, especially one
that follows a challenge
or personal triumph.**

Regular

330 PT

Fiero

148 PT
125 LH

Personal & Powerful

Fiero Regular





145 PT

VICTORY

95 PT
85 LH

The feeling of pride

33 PT
33 LH

Each glyph stands solid and unwavering, much like the feeling of accomplishment Fiero denotes.

11 PT
13 LH
-10 T

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60 PT
60 LH

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

Upper Case

Fiero Regular

60 PT
60 LH

a b c Č Ć d e f g h i j k l m
n o p q r s š t u v w x y z ž

Lower Case

Fiero Regular

60 PT
60 LH

‘ ’ “ ” ! ” (% [# { @ } / & \ <
+ ÷ × = > © \$ € £ ¥ ¢ :: , , *

Special Characters

Fiero Regular

60 PT

1 2 3 4 5 6 7 8 9 0

Numbers

Fiero Regular

82 PT
72 LH

Boldness, Confidence, Unapologetic.





190 PT

HEAVY

70 PT

® LETTERFORMS





165 PT

INTENSITY

Type of Feeling

Typeface

Fiero

Font styles

Regular

Year

2025

Format

OTF, TTF, WOFF, WOFF2

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