

Centro[®] Serif Compressed

parachute[®]

A sharp serif family for demanding editorials

Several characteristics of Centro Serif were modelled after W.A. Dwiggins' experiments with type. The angular slanted serifs of Centro, in letters like 'n', while they foster a distinct identity at display sizes, they tend to look like curves at small sizes. Other characteristics like the abrupt cut at the joints were influenced by Ladislav Mandel's design for the Italian phone directories. These cuts add a distinct personality to Centro Serif especially at display sizes, but they are functional as well at small sizes since they compensate for over-inking.

ABOUT

Centro Serif Compressed is part of a larger type system that includes a condensed and an extra condensed version which all together complement the **award-winning** Centro Serif Pro type family. It was originally developed for the redesign of the **Financial Times** (Deutschland) newspaper in order to offer a strong readable custom font family which managed to retain the serious reputation of the newspaper. Its **robust, low contrast** characteristics enhance its readability at small sizes. The angular slanted serifs as well as the abrupt cuts at the joints, while they foster a distinct identity at display sizes, they melt down and tend to look a lot like curves at small sizes. At the same time, the overpowering effect of the angular serifs is balanced by the 'tear-shaped' ball terminals in letters like 'c', 'f'. The x-height is larger than usual which makes it more legible at smaller sizes. Finally, the stress is not quite vertical but slightly inclined.

Centro Serif gives you the essence of a very clean, expressive, legible and modern set of typefaces which makes it an ideal choice for newspapers and magazines. Centro Serif Compressed comes with 8 styles including italics, whereas the Centro Serif type system offers a comprehensive range of 32 font variations.

Centro is a registered trademark of Parachute®

FORMAT

Desktop (otf) / Web (woff, eot, svg)

LANGUAGES/SCRIPTS

Latin
Eastern European
Turkish
Baltic

GLYPHS

449 /font

PRO FEATURES

Fractions
Standard Ligatures
Lining Figures
Oldstyle Figures
Ordinals
Proportional Figures
Small Capitals
Superscript
Tabular Figures
Superiors

WEIGHTS/STYLES

Regular/Italic
Medium/Medium Italic
Bold/Bold Italic
Black/Black Italic

PUBLISHED

2015

DESIGNED BY

Panos Vassiliou

A

E

R

b

r

h

a

y

f

LATIN

Centro Serif Compressed Regular

EASTERN EUROPEAN

TURKISH

Centro Serif Compressed Italic

BALTIC

Centro Serif Compressed Medium

Centro Serif Compressed Medium Italic

Centro Serif Compressed Bold

Centro Serif Compressed Bold Italic

Centro Serif Compressed Black

Centro Serif Compressed Black Italic

**Space
is the
breath
of art.**

Frank Lloyd Wright

READABILITY

best holiday destination

OWNERS

boulangerie

NORM

imagination

AIRMAIL

interactive whiteboard

biomaterial

acknowledgment

answer

enjoy unlimited music

romance

REGULAR 95/100

Design can have
many types of
soul, the key is
to have one.

Justin Ahrens

ITALIC 95/100

*Design can have
many types of
soul, the key is to
have one.*

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MEDIUM 95/100

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MEDIUM ITALIC 95/100

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BOLD 95/100

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BLACK 95/100

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BLACK ITALIC 95/100

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REGULAR 22/28

Regardless of whether the nations continue to remain isolated as far as the territorial aspect is concerned or they become more distributed, the electronic contiguity will reinforce the cultural link between them. During the few decades that television became widespread, some cultural codes were transmitted, even to nations where elec-

REGULAR 18/22

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-
- GB Pressurized container. Protect from sunlight and do not expose to temperatures
- FR Ne pas percer ou brûler, même après usage. Ne pas vaporiser vers une flamme ou
- DE Behältnis auch nach dem Gebrauch nicht aufbrechen oder verbrennen. Nicht ins
- ES Recipiente presurizado. Proteja de la luz solar y no exponga a temperaturas que
- IT Recipiente sotto pressione. Proteggere contro i raggi solari e non esporre a tem-
- PT Recipiente sob pressão. Proteger dos raios solares e não expor a temperaturas
- DK Beholder under tryk. Skal beskyttes mod sollys og må ikke udsættes for høj tem-
- NL Drukcontainer. Beschermen tegen zonlicht en niet blootstellen aan hoge tempera-
- CS Držati dalje od dece. Ne nanositi dezodorans na oštećenu ili osetljivu kožu. Izbega-
- HU Használata közben nyílt láng használata tilos! Ne használja irritált vagy sérült
- SE Skall skyddas mot solljus och får ej utsättas för höga temperaturer. Rökning
- PL Nie rozpylać nad otwartym płomieniem lub żarzącym się materiałem. Chronić
- CZ Chraňte před dětmi. Pouze pro zevní použití. Neaplikujte na podrážděnou či poško-
- TR Çocukların ulaşamayacağı yerde muhafaza ediniz. Son derece yanıcıdır. Yanıcıdır
- RO Nu fumați în timpul folosirii, nu pulverizați peste obiecte incandescente, nu
- HR Ne aplicirati na iritiranu kožu ili otvorene rane. Izbjegavati kontakta s očima.
- FI Tupakointi kielletty käytön aikana. Säilytettävä lasten ulottumattomissa.
- LT Saugoti nuo tiesioginių saulės spindulių ir nenaudoti esant aukštai temperatūrai.
- SK Chrániť pred slnkom a nevystavovať vysokým teplotám. Nefajčiťpri použití.
- SI Hraniti izven dosega otrok. Ne pršiti v oči. Ne uporabljajte na poškodovani in vneti
-

SCRIPTS

Following is a list of all major encodings (codepages) and languages supported by PF Centro Serif Compressed. This typeface supports over 100 languages simultaneously, integrating within the same font Latin, Eastern European, Baltic and Turkish scripts. If you would like to see a full character set of this typeface (including all special characters), go to the character set section.

1252 Latin 1
 1250 Eastern European
 1254 Turkish
 1257 Baltic

SUPPORTED LANGUAGES

Afrikaans	Friulian	Occitan
Albanian	Galician	Polish
Alsatian	Gaelic	Portuguese
Aranese	German	Rhaeto-Romance
Azeri (Latin)	Greenlandic	Romansh
Basque	Hungarian	Romanian
Belarussian	Icelandic	Sami (Inari)
Bislama	Indonesian	Sami (Lule)
Bosnian	Irish	Sami (Skolt)
Breton	Italian	Sami (Southern)
Catalan	Kurdish (Latin)	Scottish
Chamorro	Kyrgyz	Slovak
Croatian	Ladin	Slovenian
Czech	Lithuanian	Sorbian
Danish	Latin	Spanish
Dutch	Latvian	Swahili
English	Luxembourgish	Swedish
Estonian	Macedonian (FYROM)	Tatar
Faroese	Moldovian	Tagalog
Finnish	Mongolian	Turkish
Flemish	Malay	Uzbek (Latin)
Franco-Provencal	ManxGaelic	Walloon
French	Norwegian (Bokmål)	Welsh
Frisian	Norwegian (Nynorsk)	

LATIN	ABCDEFGHIJKLMNOPQRSTUVWXYZ@ abcdefghijklmnopqrstuvwxyz& 1234567890€\$£¥
ACCENTED LATIN GLYPHS	À Á Â Ã Ä Å Æ Æ Ć Ć Č Ć Ď Ď È È É É Ê Ê Ë Ë Ę Ę Ğ Ğ Ġ Ġ Ĩ Ĩ Ī Ī Ĭ Ĭ Ĳ Ĳ Ĵ Ĵ Ľ Ľ Ŀ Ŀ Ń Ń Ņ Ņ Ò Ò Ó Ó Ô Ô Õ Õ Ø Ø Œ Œ Ŕ Ŕ Ŗ Ŗ Š Š Ś Ś Ţ Ţ Ť Ť Û Û Ü Ü Ů Ů Ű Ű ù ù ŵ ŵ ŷ ŷ Ź Ź ž ž ƒ
LIGATURES	ff fi ffi fl ffi
FRACTIONS	½ ¼ ¾ % ‰ /
LINING PROPORTIONAL	1 2 3 4 5 6 7 8 9 0 # \$ £ f £ ¢ ¥ €
OLDSTYLE TABULAR	1 2 3 4 5 6 7 8 9 0 # \$ £ f £ ¢ ¥
OLDSTYLE PROPORTIONAL	1 2 3 4 5 6 7 8 9 0 # \$ £ f £ ¢ ¥
SUPERSCRIPTS	² ³ ¹
PUNCTUATION	! ? . , : ; i ð * (/) [\ { } « » < > “ ” ‘ ’ “ ’ „ . , … — — — · † ‡ § ¶
MISCELLANEOUS	© ® ™ ‘ ° # f ¢ • _ a o ' Ω
MATH SYMBOLS	μ π Δ ∇ Π Σ ∫ √ ∞ ∅ ^ ∫ - + ± ∓ × ÷ < = > ~ ≈ ≠ ≤ ≥
LOCALIZED FORMS	ı § §

LIGATURES

Replaces a sequence of glyphs with a single glyph, creating a professional-looking text with no peculiar collisions among letters. This feature covers the standard f-ligatures, as well as few other ones used in normal conditions.

ff fi fl ffi ffl ▶ ff fi fl ffi ffl

OLDSTYLE FIGURES

Changes selected figures from the default lining to oldstyle i.e. numbers of varying height. These are appropriate for use with lowercase text. They come in two different styles: tabular and proportional. Tabular figures have equal widths (useful for tables, so that numbers line up from one line to the next) whereas proportional have varying widths and are basically used within a sentence.

2|7|6|0 ▶ 2|7|6|0
2760 ▶ 2760

LINING FIGURES

This feature changes selected figures from oldstyle to the default lining form. Lining figures are numbers which fit better with all-capital text and they are of the same height as capitals or a bit smaller. They also come in two different styles: tabular and proportional.

2760 ▶ 2760
2|7|6|0 ▶ 2|7|6|0

PROPORTIONAL FIGURES

Replaces selected figure glyphs which are set on tabular widths (lining or oldstyle), with corresponding glyphs set on proportional widths (lining or oldstyle).

2|7|6|0 ▶ 2760
2|7|6|0 ▶ 2760

TABULAR FIGURES

Replaces selected figure glyphs which are set on proportional widths (lining or oldstyle), with corresponding glyphs set on tabular widths (lining or oldstyle).

2760 ▶ 2|7|6|0
2760 ▶ 2|7|6|0

THE FOUNDRY

Parachute® is an independent award-winning type foundry. It landed in 1999, but it wasn't till 2001 that it started operating as a full-scale company. Since then, 13 designers have joined in to form a select group of open minded, free spirited individuals, all coming from diverse design fields.

Over the years, Parachute has built a strong network of valuable relationships with customers in Europe, United States, Canada, Asia and Australia. The year 2003 marked the beginning of a new era for Parachute with the release of an award-winning catalog. Since then an emphasis was placed on multilingual support and opentype technology.

Parachute has won several major international typeface design awards, including the red dot: grand prix 2012 for original typeface. All Parachute fonts have been designed to offer multilingual support for major scripts such as Latin, Greek and Cyrillic. Latest entries support Arabic as well. For an updated profile please visit our website.

MAJOR CLIENTS

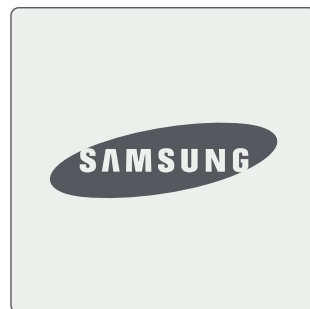
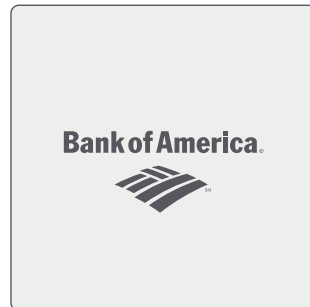
ABC Network	European Commission	McGraw-Hill	Russell Corporation
Adidas Group	Financial Times	MetaDesign	Saatchi & Saatchi
American Express	Fox Network	MIT	Samsung
AOL Corp	Gap Inc	MTV Networks	Stanford University
Bank of America	Grey Group	National Geographic	TBWA
BBC	Harrods	NBA	Texas Rangers
CBC Radio & Television	Harper Collins	Nestlé	The Brand Union
CBS Network	Hasbro	Nike	Time Inc
Coca Cola Company	Ikea	Ogilvy & Mather	Tommy Hilfinger
Columbia University	Intel	Oprah Winfrey Network	Turner Broadcasting
Converse	Interbrand	Penguin Group	Unilever
Cornell University	JWT	Pentagram	UCLA
Dentsu America	Leo Burnett	PepsiCo	UEFA
Deutsche Welle	L'Oréal	Princeton University	Victoria's Secret
Disney	Macmillan	Procter & Gamble	Virgin
Dolby Laboratories	Marriott Hotels & Resorts	Publicis	Vodafone
Electronic Arts	McCann Erickson	Qatar Museums Authority	Warner Bros.
ESPN	McGill University	Random House	

THE DESIGNER

Panos Vassiliou is a graduate of the University of Toronto with a major in Applied Science and Engineering. In his transition years from engineering to typography, he left his high-profile job, got involved with a theatre company, founded a design studio and pursued an academic career. A few years later he started a publishing company. He designs typefaces since 1993, including commercial fonts as well as commissions from international companies and organizations such as Bank of America, the European Commission, Samsung, Ikea, Financial Times, National Geographic. He is regularly invited as a guest speaker to conferences and seminars, to speak on typography and related topics. In 2008, he received a Gold Award from the European Design Awards, for the typeface families Centro Pro. The following year, he received three Awards for Excellence in Type Design from the International Type Design Competition 'Modern Cyrillic 2009' which was held in Moscow. In 2010 he received a Silver Award from the European Design Awards, for the typeface family Encore Sans Pro. The same year he received three awards from Granshan 2010 the 3rd International Eastern Type Design Competition. In 2011, his new series of typefaces Regal Pro was selected for the Creative Review Type Annual 2011. Subsequently Regal Pro won an award from the Communication Arts Annual Competition 2012, whilst Encore Sans Pro was nominated for the German Design Awards 2012. Most recently he received the prestigious Red Dot: Grand Prix 2012 for Regal Pro.

BESPOKE FONTS FOR LIVING BRANDS

In an emerging global market, all major companies invest heavily on corporate branding and design as a means of differentiating themselves from competitors. A **custom corporate typeface** is equally important as it greatly influences the unconscious perception of the anticipated target audience. It reflects the essence of the brand, creates a consistent visual identity which strengthens the product and projects an attractive and easily perceived personality. At Parachute we offer original custom design, multilingual support and advanced typographic expertise. For over a decade, we have provided custom corporate font services to some of the most innovative designers and companies around the world. Our clientele includes advertising and branding agencies, broadcasting corporations, publishing houses, financial institutions and multinational corporations such as:



RECENT AWARDS

Communication Arts Typography Competition 2015 | Award of Excellence
Das Grotesk Pro

Hiiibrand Typography Competition 2014 | Bronze Award
Bague Sans Pro

Hiiibrand Typography Competition 2014 | Merit Award
Occula

European Design Awards 2014 | Bronze
Bague Pro

German Design Awards 2014 | Nominee
Regal Pro

Hiiibrand Awards 2013 | Silver Award
Regal Pro

Red dot Design Awards 2012 | Grand Prix Winner
Regal Pro

Communication Arts Typography Competition 2012 | Award of Excellence
Regal Pro

German Design Awards 2012 | Nominee
Encore Sans Pro

Creative Review Type Annual 2011 | Winner
Regal Pro

European Design Awards 2011 | Finalist
Regal Pro

EBGE Awards 2011 | Finalist
Regal Pro

Granshan Awards 2010 | Excellence Award
Regal Pro

Granshan Awards 2010 | Excellence Award
Champion Script Pro

Granshan Awards 2010 | Excellence Award
Adamant Pro

Granshan Awards 2010 | Excellence Award
Encore Sans Pro

European Design Awards 2010 | Silver Winner
Encore Sans Pro

International Type Design Competition 2009 | Excellence Award
Centro Pro

International Type Design Competition 2009 | Excellence Award
Champion Script Pro

International Type Design Competition 2009 | Excellence Award
Goudy Initials Pro and Goudy Ornaments

European Design Awards 2008 | Gold Winner
Centro Pro

EBGE Awards 2004 | Merit Award
Archive Pro



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