

ABOUT

Benchmark Pro is a carefully structured geometric typeface which works amazingly well in body text due to its simplistic nature and large x-height. The design of Benchmark Pro started out as an attempt to convert the minimalistic structure of a technical and purely geometric design into a readable modern and friendly sans serif. This was achieved by selectively changing and turning the straight lines of the initial drawings into curves and applying legibility techniques to the transformed letterforms. These letterforms have a distinct personality which is bolstered by its angular curves and open counter terminals. The result is a contemporary text typeface that looks quite fashionable. Benchmark Pro gets away from the ultra modern and mechanical structure but keeps its display nature, it gets away from the classical but still remains legible.

This robust san serif type family offers an extended character set which supports simultaneously Latin, Cyrillic and Greek. All Benchmark Pro font variants have a companion italic, rounding the total family members at 14 fonts. Each font includes more than 750 glyphs and is powered with 17 opentype features.

Benchmark is a trademark of Parachute®

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

LANGUAGES/SCRIPTS Latin

Cyrillic

Greek

Eastern European

Turkish Baltic

GLYPHS 754/font

PRO FEATURES Standard f-Ligatures

Oldstyle Figures (tabular/proportional) Lining Figures (tabular/proportional)

Proportional Figures Scientific Inferiors

Fractions

Stylistic Alternates

Numerators / Denominators

Capital Spacing
Stylistic Set 1
Ornaments
Superscript

WEIGHTS/STYLES

Thin/Thin Italic Light/Light Italic Regular/Italic

Slashed Zero

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

Ultra Black/Ultra Black Italic

PUBLISHED

2014

DESIGNED BY

Panos Vassiliou



parachute®

Weights / Styles PF Benchmark Pro

LATIN

Benchmark Pro Thin

CYRILLIC

GREEK

Benchmark Pro Thin Italic

Benchmark Pro Light

Benchmark Pro Light Italic

Benchmark Pro Regular

Benchmark Pro Italic

Benchmark Pro Medium

Benchmark Pro Medium Italic

Benchmar Pro Bold

Benchmark Pro Bold Italic

Benchmark Pro Black

Benchmark Pro Black Italic

Benchmark Pro Ultra Black

Benchmark Pro Ultra Black Italic

parachute® Latin Specimen PF Benchmark Pro

Quiting smoking greatly reduces risks to your health

TRADEMARKS

Join the campfire around which we tell our stories

FINANCIAL NEWSPAPER

remember color as a creative element, not a trimming

functionality

it's accepted tecnhnology sometimes produces emotionless design

Definitive Style Guide

architecture seminars and exhibition online

Weather

new breed of tourers brings the romance of the open road

professional service

environmentally friendly in terms of the production

Second Race

ULTRA BLACK 64/72

Create your own visual style. Let it be unique for yourself and identifiable for the others.

ULTRA BLACK ITALIC 64/72

Create your own visual style. Let it be unique for yourself and identifiable for the others. Or SON WELLES

BLACK 64/72

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BOLD 64/72

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MEDIUM 64/72

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REGULAR 64/72

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ITALIC 64/72

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LIGHT 64/72

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LIGHT ITALIC 64/72

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parachute® Wisdom PF Benchmark Pro

THIN ITALIC 64/72

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THIN 20/26

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LIGHT | REGULAR | MEDIUM | BOLD | BLACK 12/18

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parachute® Greek Specimen PF Benchmark Pro

Πολιτιστικός

ΜΟΤΟ ΝΑ ΕΧΟΥΝ ΟΛΟΙ ΠΡΟΣΒΑΣΗ ΣΤΗ ΜΟΥΣΙΚΗ ΚΟΥΛΤΟΥΡΑ

συγκοινωνούντα δοχεία

νέος εκδοτικός οίκος στήριξης εκολαπτόμενων

ιππική δεξιοτεχνία

Στον πυρήνα της εκπαιδευτικής πολιτικής βρίσκονται ο διάλογος μεταξύ των τεχνών

ενημερωμένο και δεκτικό κοινό αναζήτηση ενός νέου τρόπου δουλειάς και συνεργασίας

ΠΕΛΑΓΟΣ

αλληλεπίδραση βασισμένη στην άριστη όραση

κοινωνικές αφίσες

ΑΝΑΠΤΎΞΗ ΤΗΣ ΤΑΥΤΌΤΗΤΑΣ ΚΑΙ ΣΥΣΚΕΎΑΣΙΑΣ

ΔΙΑΦΟΡΕΤΙΚΟ ΥΦΟΣ

μίξη υψηλής τεχνολογίας με μοντέρνα στοιχεία

εμπορικό κέντρο

REGULAR 20/26

Ασχέτως αν τα έθνη παραμείνουν περιορισμένα από εδαφική άποψη ή γίνουν πιο διασκορπισμένα, η ηλεκτρονική γειτνίαση θα ενισχύσει τους πολιτιστικούς δεσμούς ανάμεσά τους. Στις λίγες δεκαετίες που η τηλεόραση διασκορπίστηκε παντού, διέδωσε ορισμέ-

REGULAR 16/22

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REGULAR 9/13

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ITALIC 20/26

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ЭКСПЕРТ

каждая его линия полна благородства

специальное издание

дом рада сочетание высоких технологий и традиционных элементов

АБСОЛЮТНЫЙ ГИД СТИЛЯ

курение вредит вашему здоровью

планируются к выходу следующие тематические приложения

CBe)KaA

сила, способная превратить каждый мимолетный взгляд в пристальный

москва - афины

внимание! открыт прием заявок на участие в конкурсе

ПОРТФОЛИО

лучшие 25 менеджеров в промышленности музыки

рыбное место

REGULAR 20/26

Независимо от того, продолжат ли нации оставаться изолированными в территориальном плане, или же станут более рассредоточенными, электронное соседство укрепит культурную связь между ними. За те несколько десятилетий, в те-

REGULAR 16/22

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REGULAR 12/18

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REGULAR 9/13

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ITALIC 20/26

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Multilingual Text

Pressurized container. Protect from sunlight and do not GB Δοχείο υπό πίεση. Να προφυλάσσεται από τις ακτίνες του GR Ne pas percer ou brûler, même après usage. Ne pas vapo-FR Behältnis auch nach dem Gebrauch nicht aufbrechen oder DE Дезодорант для тела в аэрозольной упаковке. Приме-RU Recipiente presurizado. Proteja de la luz solar y no expo-ES ΙT Recipiente sotto pressione. Proteggere contro i raggi so-РТ Recipiente sob pressão. Proteger dos raios solares e não Beholder under tryk. Skal beskyttes mod sollys og må DK Drukcontainer. Beschermen tegen zonlicht en niet bloot-NL Držati dalje od dece. Ne nanositi dezodorans na oštećenu CS Használata közben nyílt láng használata tilos! Ne haszná-HU Skall skyddas mot solljus och får ej utsättas för höga tem-SE Nie rozpylać nad otwartym płomieniem lub żarzącym się PL Chraňte před dětmi. Pouze pro zevní použití. Neaplikujte CZ Çocukların ulaşamayacağı yerde muhafaza ediniz. Son de-TR Nu fumați în timpul folosirii, nu pulverizați peste obiecte RO Пазете от деца! Пазете далеч от източници на пожар. BG Ne aplicirati na iritiranu kožu ili otvorene rane. Izbjegavati HR Tupakointi kielletty käytön aikana. Säilytettävä lasten ulot-FI Saugoti nuo tiesioginių saulės spindulių ir nenaudoti esant LT Chrániť pred slnkom a nevystavovať vysokým teplotám. SK Hraniti izven dosega otrok. Ne pršiti v oči. Ne uporabljajte SI

SCRIPTS

Following is a list of all major encodings (codepages) and languages supported by PF Benchmark Pro. This typeface supports over 100 languages simultaneously, integrating within the same font Latin, Greek, Cyrillic, 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 1251 Cyrillic 1253 Greek 1250 Eastern European 1254 Turkish 1257 Baltic

Finnish

Flemish

French

Frisian

Friulian

Franco-Provencal

SUPPORTED LANGUAGES

Afrikaans Galician Albanian Gaelic Alsatian German Aranese Greenlandic Azeri (Latin) Greek Azeri (Cyrillic) Hungarian Basque Icelandic Belarussian Indonesian Bislama Irish Bosnian Italian Kazakh (Cyrillic) **Breton** Bulgarian Kurdish (Latin) Catalan Кугдуг Chamorro Ladin Croatian Lithuanian Czech Latin Danish Latvian Dutch Luxembourgish Macedonian (FYROM) English Moldovian Estonian Faroese Mongolian

Malay

Occitan

Polish

ManxGaelic

Norwegian (Bokmål)

Norwegian (Nynorsk)

Russian Sami (Inari) Sami (Lule) Sami (Skolt) Sami (Southern) Scottish Serbian Slovak Slovenian Sorbian Spanish Swahili Swedish Tatar Tagalog Turkish Ukrainian Uzbek (Latin) Uzbek (Cyrillic) Walloon Welsh

Portuguese

Romansh

Romanian

Rhaeto-Romance

LATIN	ABCDEFGHIJKLMNOPQRSTUVWXYZ@ abcdefghijklmnopqrstuvwxyz& 1234567890€\$£¥
ACCENTED LATIN GLYPHS	À Á Â Ä Ā Å Ā Ā Æ Æ Ć Ĉ Ċ Č Ç Ď Đ È É Ê Ë Ē Ë Ē Ē Ð Ĝ Ğ Ģ Ĥ Ħ Ì Í Î Ï Ī Ĭ Į İ IJ Ĵ Ķ Ĺ Ļ Ľ Ł Ł Ń Ň Ñ Ņ Ŋ Ò Ó Ô Ö Ō Ō Ŏ Ő Ø Ø Œ Ŕ Ŗ Ř Š Ś Ŝ Ş Ş Ţ Ť Ŧ Ù Ú Û Ü Ũ Ū Ŭ Ů Ű Ų Ŵ Ŵ Ŵ Ŵ Ŷ Ÿ Ŷ Ź Ź Þ à á â ä ā å ā ā ą æ æ ć ĉ ċ č ç ď đ ð è é ê ë ē ě ė ě ę ĝ ğ ġ ĥ ħ ì í î ï ī ī ĭ į ı ij ĵ ķ ĸ ĺ ļ ľ ŀ ł ń ň ñ ņ 'n ŋ ò ó ô ö ō ō ŏ ő ø ø æ f ŗ ř Ś Š Ŝ Ş Ṣ ß ţ ť ŧ ù ú û ü ũ ū ŭ ů ű ų ẁ ẃ ŵ ŵ ý ỳ ŷ ÿ ź ž ż þ ə
GREEK	ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ αβγδεζηθικλμνξοπρσςτυφχψω Ά Έ Ή 1 Ό ΏΪΫάξήίόωϊΰΐΰ
CYRILLIC	АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪ ЫЬЭЮЯЂЃЄЅІЇЈЉЊЋЌЎҐЏ абвгдеёжзийклмнопрстуфхцчшщъыьэ юяђѓєѕіїјљњћќўґџә
LIGATURES	ff fi ffi ffi ffi ffi ffi
STYLISTIC ALTERNATES	Q R U Ù Ú Ü Ä Ŗ Ř Ũ Ū Ŭ Ů Ű Ų
FRACTIONS	1/2 1/3 2/3 1/4 3/4 1/5 2/5 3/5 4/5 1/6 5/6 1/8 3/8 5/8 7/8 1/ % 9/00 /
LINING PROPORTIONAL	1234567890#\$£f£¢¥%‰
OLDSTYLE TABULAR	1 2 3 4 5 6 7 8 9 0 # \$ £ f £ ¢ ¥ % ‰
OLDSTYLE PROPORTIONAL	1234567890#\$£f£¢¥%‰
NUMERATORS & DOMINATORS	1234567890(,.) ₁₂₃₄ 567890(,.)
SCIENTIFIC INFERIORS	1 2 3 4 5 6 7 8 9 0 + - = ()

parachute®	Character Set PF Benchmark Pr	0
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SUPERSCRIPTS	1 2 3 4 5 6 7 8 9 0 + - = ()	
LOCALIZED FORMS	δiŞş	
PUNCTUATION	!?.,:;¡¿*(/)[\]{ }«»<>""''"',".,—···†‡§¶	IJ
MISCELLANEOUS	$\mathbb{C}^{\ \mathbb{B}} \mathbb{P}^{\ \text{TM}}$ ' " $^{\circ}$ # \emptyset °C °F \mathbb{N}^{\square} $\mid f \ \ \bullet \ \blacktriangleright \ _$ $^{\square}$ $^{\circ}$ $^{\circ}$ $^{\wedge}$ $^{\wedge}$ $^{\Omega}$	****
MATH SYMBOLS	$\mu \sqcap \Delta \nabla \prod \sum \ell \partial \sqrt{\infty} \wedge \wedge \vee \cap \cup \wedge \int \Theta - + \pm \neg \times \div < = > \sim \approx \neq \leq 2$	≥
ORNAMENTS		•

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LATIN	ABCDEFGHIJKLMNOPQRSTUVWXYZ@ abcdefghijklmnopqrstuvwxyz& 1234567890€\$£¥
ACCENTED LATIN GLYPHS	ÀÁÂÄÃÅĀĀÆÆĆĈĊČÇĎÐÈÉÊËĒĔĖĘĚÐĜ ĞĠĢĤĦÌÍÎÏĨĬĮİIJĴĶĹĻĽĿŁŃŇÑŊŊÒÓÔÖŌŌ ŎŐØØŒŔŖŘŠŚŜŞŞŢŤŦÙÚÛÜŨŪŬŮŰŰŲŴ ŴWÝŶŸŶŽŹÞ àáâäãåāăąææćĉċčçďđðèéêëēĕėěęĝġġĥħìíîïîīĭįıijĵķĸĹļľŀłńňñŋ'nŋòóôöōōŏőøøæŕŗřśšŝşşßţťŧùúûüũūŭůűųwwwwwÿÿÿźžżþa
GREEK	ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ αβγδεζηθικλμνξοπρσςτυφχψω Ά Έ Ή 1 Ό ΏΪΫάέἡίόὧϊϋΐΰ
CYRILLIC	АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪ ЫЬЭЮЯЂЃЄЅІЇЈЉЊЋЌЎҐЏ абвгдеёжзийклмнопрстуфхцчшщъыьэ юяђ́єєѕіїјљњћќўґџә
LIGATURES	កក្រក្ត្រក្
STYLISTIC ALTERNATES	Q R U Ù Ú Ü ἄ ᾳ Ř Ũ Ū Ŭ Ů Ű Ų
FRACTIONS	1/2 1/3 2/3 1/4 3/4 1/5 2/5 3/5 4/5 1/6 5/6 1/8 3/8 5/8 7/8 1/ % % /
LINING PROPORTIONAL	1234567890#\$£f£¢¥%‰
OLDSTYLE TABULAR	1 2 3 4 5 6 7 8 9 0 # \$ £ f £ ¢ ¥ % ‰
OLDSTYLE PROPORTIONAL	1234567890#\$£f£¢¥%‰
NUMERATORS & DOMINATORS	1234567890(,.)1234567890(,.)
SCIENTIFIC INFERIORS	1234567890+-=()

parachute®	Character Set PF Benchmark Pro
SUPERSCRIPTS	1 2 3 4 5 6 7 8 9 0 + - = ()
LOCALIZED FORMS	δīgūūiŞş
PUNCTUATION	!?.,:;¡¿*(/)[\]{ }«»‹>""''"',".,—··+\$¶
MISCELLANEOUS	©®®™'"°#0°C°F№¦ƒ¢•▶_□°′ÅΩ
MATH SYMBOLS	$\mu \sqcap \Delta \nabla \prod \sum \ell \partial \sqrt{} \infty \Diamond \wedge \vee \cap \cup ^{\wedge} \int \Theta - + \pm \neg \times \div < = > \sim \approx \neq \leq \geq $

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 ft fj ffj > ff fi fl ffi ffl ft fj ffj

SMALL CAPS

This feature formats lowercase text as small caps. These are not computer generated scaled-down versions of capitals, but rather glyphs which have been designed to match the weight and proportions of the rest of the family characters. They are often used in combination with oldstyle figures, for acronyms and abbreviations and stylistically at the beginning of a paragraph (this feature includes Latin and Greek small caps).

typography ► τγροgraphy τυπογραφία ► τγποгραφία

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

SUPERIORS

Replaces lining and oldstyle figures with superior figures and lowercase letters with superior letters. These superior glyphs are not computer generated scaled-down versions but are rather redesigned to match the weight of the regular glyphs. Superior figures are used mainly for footnotes and superior letters for abbreviated titles (this feature includes Latin as well as Greek superior letters)

footnote3 \rightarrow footnote3 h2=x2+y2 \rightarrow h²=x²+y²

SCIENTIFIC INFERIORS

Replaces lining and oldstyle figures with inferior figures. They have been designed to match the weight of the regular glyphs and sit lower than the standard baseline. Used primarily for mathematical and chemical notations.

CO2 ► CO₂ H2O ► H₂O

NUMERATORS

Substitutes selected numbers (and basic punctuation) which precede a slash with numerator glyphs and replaces the typographic slash with the fraction slash.

DENOMINATORS

Substitutes selected numbers (and basic punctuation) which follow a slash with denominator glyphs and replaces the typographic slash with the fraction slash.

FRACTIONS

Figures separated by slash, are replaced with diagonal fractions.

LOCALIZED FORMS

Substitutes character with the preferred form for local languages such as Serbian, Azeri, Turkish, Moldavian, Romanian.

CASE-SENSITIVE FORMS

Shifts punctuation marks up to work better with capital letters and lining figures since by default they sit lower to properly mix with lowercase characters.

STYLISTIC SET 1

A set of stylistic variant glyphs which replace certain standard glyphs with alternate forms that are designed to work better within the text or add a certain flair to the page. This feature includes a large number of Greek polytonic alternates which replace the prosgegrammeni part of the glyph with ypogegrammeni.

STYLISTIC ALTERNATES

Replaces non-standard glyphs with alternate forms purely for aesthetic reasons.

$$Q \rightarrow Q R \rightarrow R \sqcup \rightarrow U$$

CAPITAL SPACING

Globally adjusts inter-glyph spacing for all capitals. This feature can be applied (opens up the space in-between them) when text is set all-capital in order to make it more legible.

SLASHED ZERO

Replaces the regular form of zero with an alternate form which includes a slash through the counter. This is particularly useful when capitals are mixed with numbers in which case capital O may be difficult to distinguish from zero o.

ACCESS ALL ALTERNATES

All variations of a selected character are accessible with this feature from the glyph palette of all programs that support OT features.

About

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

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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, which was also a nominee for the German Design Awards 2014.

ECLECTIC 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

German Design Awards 2014 | Nominee

Regal Pro

Red dot Design Awards 2012 | Grand Prix Winner

Regal Pro

Communication Arts Annual Competition 2012 | Winner

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

EBGE Awards 2002 | Merit Award

Libera Pro

EBGE Awards 2002 | Merit Award

Manic Attack



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