



ABOUT

First conceived as the upper- and lowercase “e” for the logotype of independent publishers Elemental Editions, the letterforms were so well received that they were extended to an entire typeface and formed the basis for a bespoke font – Eef. The type design draws inspiration from the basic elements, the periodic table, functionalist vintage lettering and influences from other classic geometric typefaces with condensed cuts such as Futura and Trade Gothic. The extended set is now developed into a family consisting of three weights – Regular, Medium and Bold. While developing Eef it has been crucial to maintain the integrity of the geometrical shape in each glyph as much as possible, but also add subtle optical adjustments to make the forms more balanced and harmonic. Due to its detailed balance of simplicity, aesthetics and playfulness Eef works perfectly well in a corporate context as it does in editorial use or poster design. Eef feels most comfortable with text ranging from display to medium size.

Eef is a trademark of Transfer Studio**FORMAT**

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

LANGUAGES/SCRIPTSLatin
Eastern European
Turkish
Baltic**GLYPHS**

371 /font

WEIGHTS/STYLESRegular
Bold**PUBLISHED**

2012

DESIGNED BY

Falko Grentrup

LATIN

Eef Pro Regular

Eef Pro Bold

CROWD PLEASERS

homogenizing factors are limited due to strong nationalistic forces

a new hope for a brighter future

most people believe that it is impossible to live a life without adventure

multilingual

working in the laboratory from the early morning till late at night

strong chemical reaction

kitchen conditions vary depending on the type of business

BAUHAUS

combining traditional building materials and architectural forms

Iconographic piece

A MANNER ENVIRONMENTALLY FRIENDLY IN TERMS OF THE PRODUCTION

CHANGE THE WORLD

homogenizing factors are limited due to strong nationalistic forces

magazines for the music business

MOREOVER, TELEVISION DRAMATICALLY INCREASED INTERNATIONAL COMMUNICATION

THE FASHION ISSUE

sophisticated opentype fonts for designers who are willing to create future

EMPHASIZE

industrial design must be simple and deliver function

Urban picnic lunch box

thanks your progressive clients for the end results of our cooperation

REVOLUTION

multilingual brat with a privileged background

REGULAR 76/81

Typography at its
best is a visual
form of language
linking timelessness
and time.

Robert Bringhurst

BOLD 76/81

**Typography at its
best is a visual
form of language
linking timeless-
ness and time.**

Robert Bringhurst

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

REGULAR 18/22

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 electronic means of communication were explicitly forbidden. The breakup of the Soviet Union may have

REGULAR 14/18

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 electronic means of communication were explicitly forbidden. The breakup of the Soviet Union may have been affected by this factor more than we would think possible. Television presented several products and services worldwide, making people consider them common, if not to respect them consistently. Regardless of whether the nations continue to remain isolated as far as the territorial aspect is concerned or

REGULAR 10/13

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 electronic means of communication were explicitly forbidden. The breakup of the Soviet Union may have been affected by this factor more than we would think possible. Television presented several products and services worldwide, making people consider them common, if not to respect them consistently. 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 electronic means of communication were explicitly forbidden. The breakup of the Soviet Union may have been affected by this factor more than we would think possible. Television presented several products and

BOLD 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

BOLD 18/22

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 electronic means of communication were explicitly forbidden. The breakup of the Soviet Union may have

BOLD 14/18

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 electronic means of communication were explicitly forbidden. The breakup of the Soviet Union may have been affected by this factor more than we would think possible. Television presented several products and services worldwide, making people consider them common, if not to respect them consistently. Regardless of whether the nations continue to remain isolated as far as the territorial aspect is con-

BOLD 10/13

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 electronic means of communication were explicitly forbidden. The breakup of the Soviet Union may have been affected by this factor more than we would think possible. Television presented several products and services worldwide, making people consider them common, if not to respect them consistently. 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 electronic means of communication were explicitly forbidden. The breakup of the Soviet Union may have been affected by this factor more than we would think possible. Television presented several products

REGULAR | BOLD 14/20

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 electronic means of communication were explicitly forbidden. The breakup of the Soviet Union may have been affected by this factor more than we would think possible. Television presented several products and services worldwide, making people consider them common, if not to respect them consistently. 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 electronic means of communication were explicitly forbidden. The breakup of the Soviet Union may have been affected by this factor more than we would think possible. Television presented several products and services worldwide, making people consider them common, if not to respect them consistently. 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 electronic means of communication were explicitly forbidden. The breakup of the Soviet Union may have been affected by this factor more than we would think possible. Television presented several products and services worldwide, making people consider them common, if not to respect them consistently. **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 electronic means of communication were explicitly forbidden. The breakup of the Soviet Union may have been affected by this factor more than we would think possible. Television presented several products and services worldwide, making people consider them common, if not to respect them consistently. 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 electronic means of communication were explicitly forbidden. The breakup of the Soviet Union may have been affected by this factor more than we would think possible. Television presented several**

-
- GB Pressurized container. Protect from sunlight and do not expose to tem-
- FR Ne pas percer ou brûler, même après usage. Ne pas vaporiser vers une
- DE Behältnis auch nach dem Gebrauch nicht aufbrechen oder verbrennen.
- ES Recipiente presurizado. Proteja de la luz solar y no exponga a temperatu-
- IT Recipiente sotto pressione. Proteggere contro i raggi solari e non esporre
- PT Recipiente sob pressão. Proteger dos raios solares e não expor a temper-
- DK Beholder under tryk. Skal beskyttes mod sollys og må ikke udsættes for
- NL Drukcontainer. Beschermen tegen zonlicht en niet blootstellen aan hoge
- CS Držati dalje od dece. Ne nanositi dezodorans na oštećenu ili osetljivu
- HU Használata közben nyílt láng használata tilos! Ne használja irritált vagy
- SE Skall skyddas mot solljus och får ej utsättas för höga temperaturer.
- PL Nie rozpylać nad otwartym płomieniem lub żarzącym się materiałem.
- CZ Chraňte před dětmi. Pouze pro zevní použití. Neaplikujte na podrážděnou
- TR Çocukların ulaşamayacağı yerde muhafaza ediniz. Son derece yanıcıdır.
- RO Nu fumați în timpul folosirii, nu pulverizați peste obiecte incandescente,
- 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
- SK Chráníť pred slnkom a nevystavovať vysokým teplotám. Nefajčiťpri použití.
- SI Hraniti izven dosega otrok. Ne pršiti v oči. Ne uporabljajte na poškodovani
-

SCRIPTS

Following is a list of all major encodings (codepages) and languages supported by PF Eef Pro. 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	Galician	Portuguese
Albanian	Gaelic	Rhaeto-Romance
Alsatian	German	Romansh
Aranese	Greenlandic	Romanian
Azeri (Latin)	Greek	Russian
Azeri (Cyrillic)	Hungarian	Sami (Inari)
Basque	Icelandic	Sami (Lule)
Belarussian	Indonesian	Sami (Skolt)
Bislama	Irish	Sami (Southern)
Bosnian	Italian	Scottish
Breton	Kazakh (Cyrillic)	Serbian
Bulgarian	Kurdish (Latin)	Slovak
Catalan	Kyrgyz	Slovenian
Chamorro	Ladin	Sorbian
Croatian	Lithuanian	Spanish
Czech	Latin	Swahili
Danish	Latvian	Swedish
Dutch	Luxembourgish	Tatar
English	Macedonian (FYROM)	Tagalog
Estonian	Moldovian	Turkish
Faroese	Mongolian	Ukrainian
Finnish	Malay	Uzbek (Latin)
Flemish	ManxGaelic	Uzbek (Cyrillic)
Franco-Provencal	Norwegian (Bokmål)	Walloon
French	Norwegian (Nynorsk)	Welsh
Frisian	Occitan	
Friulian	Polish	

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

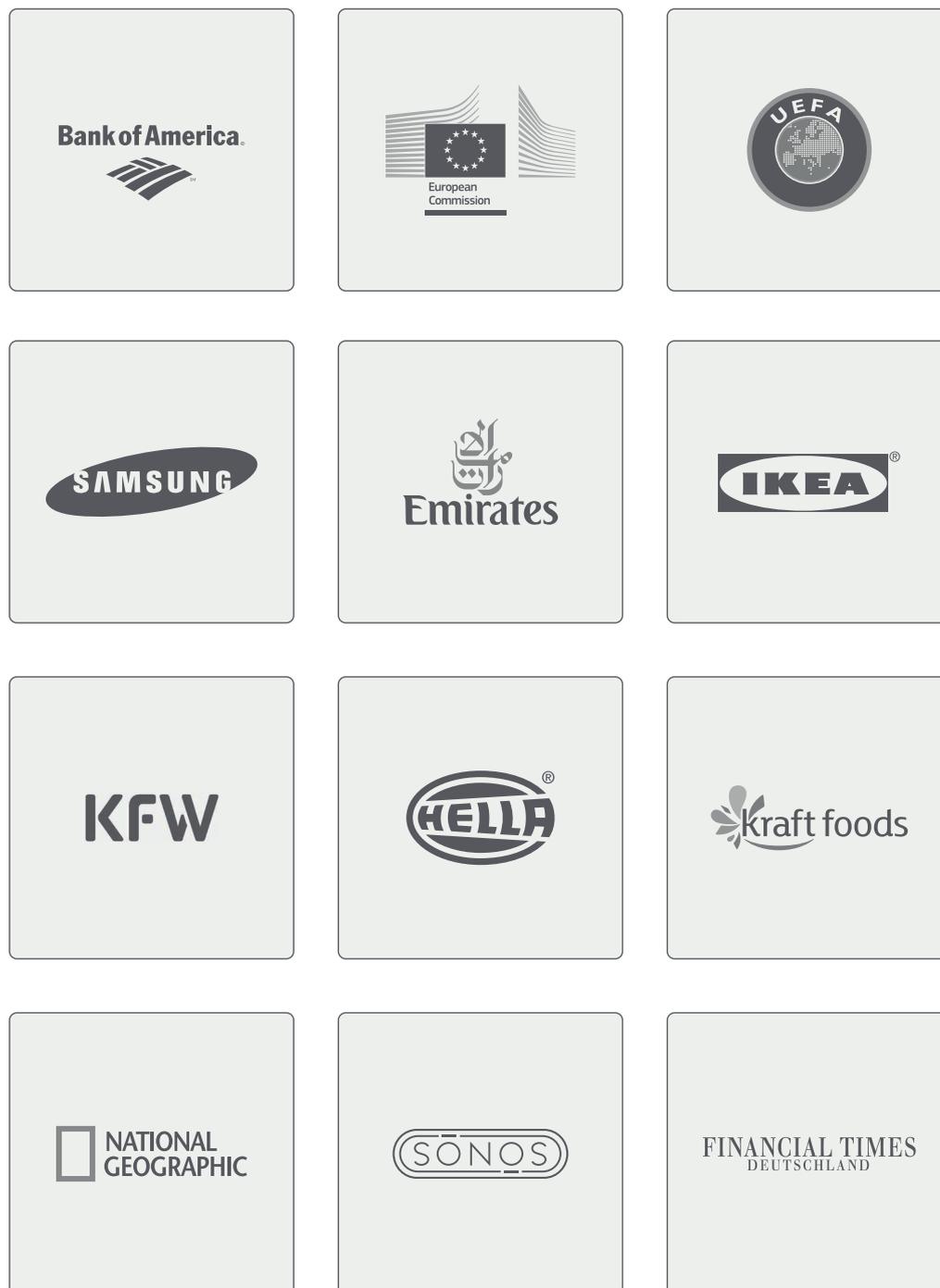
ABC Network	European Commission	McGraw-Hill	Russell Corporation
Adidas Group	Financial Times	MetaDesign	Saatchi & Saatchi
American Express	Fox Network	MIT	Samsung
AOL Corp	Gap Inc	MTV Networks	Stanford University
Bank of America	Grey Group	National Geographic	TBWA
BBC	Harrods	NBA	Texas Rangers
CBC Radio & 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

Falko Grentrup. Having left his native Germany for the UK, Falko first studied Graphic Design at the Arts Institute of Bournemouth followed by a MA in Communication Design at Central Saint Martins, where his focus was type and language. For Falko, design is practised, refined and carefully applied and he always looks to add an extra, unexpected dimension to his work. Falko has been teaching and organising workshops at various educational institutions since 2007, most notably as a Visiting Tutor for Typographic Studies at the Arts University College at Bournemouth. His interest in typography has lead to a selection of acclaimed typefaces to his name as well as the initiation of a monthly meeting for type and design enthusiasts in Stockholm.

**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 multi-national 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 AwardManic Attack



Parachute®

24 Acharnon Street, Kifissia 14561 GR | T: +30 210 80 18 100 F: +30 210 80 16 066
sales@parachute.gr | www.parachute.gr

You may reproduce this manual and distribute it freely, provided you do not edit the document and/or remove the copyright information. Parachute assumes no responsibility or liability for any errors or inaccuracies that may appear in this document. Contents are subject to change without notice.

©2014 Parachute® All rights reserved.

Parachute® is a registered trademark and Eef is a trademark of Transfer Studio.