



**sophisticated
opentype fonts
for designers
creatives
visionaries and
trendsetters**

SPECIMEN MANUAL

PF Agora Sans Pro

OpenType® PS

supports Latin, Greek, Greek Polytonic, Cyrillic,
Eastern European, Turkish, Baltic, Vietnamese

1519 glyphs /font

professional kerning for all languages

21 opentype features /font

16 weights



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NOTE: All Parachute opentype font names come with the prefix "PF" (e.g. PF Fidelity Pro), a shortcut for "Parachute Fonts"

aboutparachute®

THE COOL, THE CLASSIC, THE ORIGINAL. Parachute® landed in 1999, but it wasn't till 2001 that it started operating as a full-scale type foundry. By then several designers had joined in to form a select group of open-minded, free-spirited individuals/friends. Graphic designers, illustrators, educators, typographers, with fresh ideas and a strong desire to design sophisticated typefaces which reflect current cultures and trends. Parachute® is based in Athens and is the major font supplier to most publishing houses and advertising agencies in Greece. It has built a strong network of valuable relationships with customers in Europe, United States, Canada and Australia, by providing custom font services and corporate font licensing. It's clientele includes multinational companies such as **Ikea, Vodafone, Nestle and Unilever**, advertising agencies such as **DDB, Leo Burnett, McCann Erickson, BBDO, Saatchi & Saatchi, Lowe, TBWA, Spot Thompson**, publications such as **National Geographic, Playboy, FHM, Elle, Vogue, Harper's Bazaar, Marie Claire, PC Magazine, Lucky, PC World, Votre Beauté** and many, many others. In the last 5 years Parachute's designers (a.k.a. Parachuters) have won three major typeface design awards, while their work has been featured and extensively presented in design-oriented magazines. The year 2003 marked the beginning of a new era for Parachute® with the release of a major 200-page catalog, which contained Greek and Latin typeface specimens. This catalog/book included several classic revivals of historical importance, as well as many original font designs. Since then an emphasis was placed on multilingual support and OpenType® technology. In the spring of 2004 Parachute's first opentype "Pro" font was released. **"Archive Pro"** an award winning typeface with multilingual support (over 1.350 glyphs/font), kerning for all European languages as well as advanced typographic features, was first presented at the **"Adobe Creative Days 2004"** forum, which was held in Athens, Greece. From then on, all Parachute® fonts have been redesigned to offer multilingual support, which includes major scripts such as Latin, Greek and Cyrillic.


opentype® and parachute® fonts


OpenType® is a new font format developed jointly by Adobe and Microsoft. This technology is becoming the new world standard for font development. There are three major advantages over older formats such as TrueType and Postscript: **1.** Cross-platform compatibility (a single file for both PC and Mac offering absolute compatibility between the two platforms) **2.** Multilingual support (multiple language character sets can be accessed from the same font). This is particularly useful to advertising agencies, publishing houses, multinational corporations and every other company small or large with accounts and products with an international flair. Most Parachute fonts come complete with a full range of characters to support all European languages **3.** Advanced layout features (an exciting function which provides access to advanced typographic features such as small caps, ligatures, oldstyle figures, swashes, etc). They enable the discriminating designer to set text professionally and add a touch of class to the page. Parachute openType fonts with advanced layout features and multilingual support are distinguished from the other "simple" openType fonts by the word **"Pro"** which is part of the font name. The advanced layout features cannot be accessed unless they are supported by your programs. Currently (early 2007), only InDesignCS, IllustratorCS, PhotoshopCS and QuarkXpress7 support these advanced features.

THE DESIGN OF PARACHUTE FONTS. Parachute fonts are designed by individuals who are familiar with Latin, Greek and Cyrillic. These are designers who have studied the particulars of each and every script in order to provide sophisticated, well-balanced, properly kerned and professionally designed typefaces in all different languages. Parachute online fonts are offered exclusively in OpenType format and they are released only after they have been thoroughly tested and reviewed.

How to type Multilingual text

It's never been easier to type or edit multilingual text. All you need is: **1.** a program which supports opentype fonts (see below), **2.** switch your keyboard to the languages you are interested in and **3.** use opentype fonts which support the specific languages (Parachute fonts support all European languages). Please note that if you only need to edit an existing multilingual text i.e. copy/paste or change fonts, you don't have to add or switch keyboards.

HOW TO SWITCH KEYBOARDS. First you add the new languages to the system. The steps are similar on both platforms **1.** On the PC (Windows XP) you go to the <control panel> section and choose <regional and languages options>. Select <languages> and follow the instructions to add the new languages (for earlier versions please refer to their manuals). Once added, you can switch between keyboards through the language bar that appears on the desktop or through a key sequence **2.** On the Mac (MacOSX) you go to <system preferences> and select <international>. Then you choose <input menu> and checkmark the languages you want to add. Once added, you can switch between keyboards through the language palette which appears on the desktop's menu bar or through a key sequence. Please visit Parachute's web site or click on the following link  to go directly to the <international keyboard layouts> support page. View them on screen or download for your reference.

ABOUT GREEK POLYTOMIC. Add Greek Polytonic to the system by following above instructions. Once added, you need to know the key combinations for typing your text. Please visit Parachute's web site or click on the following link  to go directly to the <how to type Greek Polytonic support page>. View the typing instructions on screen or download for your reference.

MAJOR PROGRAMS THAT SUPPORT OPENTYPE. Currently (early 2007), the programs known to support OpenType are: InDesignCS, IllustratorCS, PhotoshopCS, Microsoft Office, CorelDraw and QuarkXpress 7.

SYSTEM REQUIREMENTS. Windows 2000 or later, MacOSX or later.

fontcredits

AGORA SANS PRO. This typeface is part of a large series of fonts which includes 3 different families: serif, slab and sans. Each one of them started out separately. A couple of uncomplete sans weights were designed back in 2003 and were left behind since some other projects were in order. Meanwhile, Parachute® was commissioned by a publishing house to redesign its newspaper logo, a project which was canceled sometime before completion. This left us with a set of ultra heavy slab characters which differed from the common stiff slab characters. In 2005 the Agora Serif project was started. The intention was to design a contemporary typeface with square-like characters, large x-height and distinguished deep cuts which would not affect the legibility of the typeface at small sizes, but instead make it stand out at large sizes. Halfway through, the plans got bigger and it was decided to enhance this family with a set of matching sans and slab families. It so happened that the previously mentioned uncomplete projects had similar design attributes and that made it easier to put things together. The result is a series of 3 families, Agora Sans and Agora Slab with 16 weights each, as well as Agora Serif with 8 weights (for a total of 40 fonts). Each font contains 1519 characters. This makes it an ideal choice for newspapers and magazines. The Agora Pro series is one of the very few -if not the only one- with serif, sans and slab supported by true italics, which includes Latin, Greek and Cyrillic scripts married with 21 advanced opentype features. Furthermore every font in this series has been completed with **270 copyright-free symbols**, some of which have been proposed by several international organizations for packaging, public areas, environment, transportation, computers, fabric care and urban life. Have fun with it!!

format *opentype PS*

scripts *latin, greek, greek polytonic, cyrillic, eastern european, turkish, baltic, vietnamese*

glyphs *1519 /font*

kerning *applied to all languages*

pro features *21*

weights *16*

recommended for *catalogs, magazines, newspapers*

designer *Panos Vassiliou*

© 2006-2007

thedesigner

PANOS VASSILIOU. Panos Vassiliou has conducted numerous seminars for leading Canadian companies and institutions such as Bank of Nova Scotia, Royal Bank and Sony Canada. He has organized and promoted several educational and cultural conferences. Two years after his graduation from the University of Toronto/Canada, where he studied Applied Science and Engineering, he pursued a teaching career at George Brown College/Toronto, first in the Information Systems Department and later in the Media & Graphic Arts Department. He has been Creative Director for the Canadian design firm AdHaus, former Publisher of the monthly magazine DNA (Greece) and Secretary-General for the Hellenic Canadian Congress (Ontario, Canada). He has been designing typefaces since 1993, including commercial fonts as well as commissions from **Vodafone, Nestlé, Ikea** and **National Geographic**. He is regularly invited as a guest speaker to conferences and seminars, to speak on typography and related topics. After moving to Greece, he started Parachute in 1999 setting the base for a typeface library that reflected the works of some of the best contemporary Greek designers, as well as creatives around the world obsessed with type. Some of his favorite designs include **Agora Pro, Square Sans Pro, Fuel Pro, Champion Script Pro**. He received a design award for his typeface **Archive** at the EBF E AWARDS 2004. As early as spring 2004 he released **Archive Pro**, his first opentype font with special typographic features and multilingual support for all European languages including Greek and Cyrillic.

stylesfontweights

Extra Thin
Extra Thin Italic

AeEf

BeEb

ΔεΕξ

Thin
Thin Italic

AeEf

BeEb

ΔεΕξ

Light
Light Italic

AeEf

BeEb

ΔεΕξ

Regular
Italic

AeEf

BeEb

ΔεΕξ

Medium
Medium Italic

AeEf

BeEb

ΔεΕξ

Bold
Bold Italic

AeEf

BeEb

ΔεΕξ

Black
Black Italic

AeEf

BeEb

ΔεΕξ

Ultra Black
Ultra Black Italic

AeEf

BeEb

ΔεΕξ

NOTE: All weights contain the same pro features, the same language range and the full character set as seen on page 10. (italics may contain more glyphs)

supportedlanguages

Following is a list of all major encodings (codepages) and languages supported. This typeface supports over 100 languages simultaneously, integrating within the same font Latin, Greek, Cyrillic, Eastern European, Baltic, Turkish and Vietnamese scripts. If you would like to see a full character set of this typeface (including all special characters), go to the character set section on page 10.

MAJOR CODEPAGES

1252 Latin-1
 1253 Greek
 1250 Eastern European
 1251 Cyrillic
 1254 Turkish
 1257 Baltic
 1258 Vietnamese

MAJOR LANGUAGES

GB English	CZ Czech	UA Ukranian
GR Greek	HU Hungarian	PL Polish
FR French	RO Romanian	EE Estonian
DE German	FI Finnish	LV Latvian
RU Russian	NL Dutch	SI Slovene
ES Spanish	NO Norwegian	LT Lithuanian
IT Italian	IS Icelandic	ID Indonesian
PT Portuguese	IE Irish	MT Maltese
CS Serbian	AL Albanian	PH Filipino
BG Bulgarian	HR Croatian	TW Taiwanese
TR Turkish	SK Slovak	VN Vietnamese
BY Belorussian	MD Moldovan	
SE Swedish	DK Danish	

thefullcharacter**set**

[illegible]

NOTE_1: The full character set applies to all styles/weights. Some weights, such as italics may contain more characters. You may view the full character set for each and every font weight by visiting our site at www.parachute.gr **NOTE_2:** Most floating accents are not shown to save up space.

thefullcharacter**set**

[illegible]

NOTE_1: The full character set applies to all styles/weights. Some weights, such as italics may contain more characters. You may view the full character set for each and every font weight by visiting our site at www.parachute.gr **NOTE_2:** Most floating accents are not shown to save up space. **NOTE_3:** The characters 'various symbols' are shown as a low-resolution image (zooming is limited).

supported **OT** features

1. 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|o
2760 ▶ 276o

2. 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.

276o ▶ 2760
2|7|6|o ▶ 2|7|6|0

3. 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|o ▶ 276o

4. 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
276o ▶ 2|7|6|o

5. 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, Greek and Cyrillic small caps**).

typography ▶ ΤΥΠΟΓΡΑΦΙΑ

τυπογραφία ▶ ΤΥΠΟΓΡΑΦΙΑ

книгопечатание ▶ КНИГОПЕЧАТАНИЕ

supported **OT** features

6. SMALL CAPS FROM CAPITALS: Replaces capital glyphs with small caps (**this feature includes Latin, Greek and Cyrillic small caps**).

ΤΥΠΟΓΡΑΦΙΑ ► ΤΥΠΟΓΡΑΦΙΑ

ΤΥΠΟΓΡΑΦΙΑ ► ΤΥΠΟΓΡΑΦΙΑ

ΚΝΙΓΟΠΕЧАТАНИЕ ► ΚΝΙΓΟΠΕЧАТАНИЕ

7. 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.

ffj ► ffj fjord ► fjord after ► after
affluent ► *affluent* *bullfighter* ► *bullfighter*

8. DISCRETIONARY LIGATURES: Replaces a sequence of glyphs with a single glyph. It differs from the previous feature in the fact that it activates special (non-standard) ligatures for **Latin and Greek**.

c/o George Lewis ► % George Lewis (care of)
 Υ/Ο Νίκου Πετρίδη ► % Νίκου Πετρίδη (υπόψιν)
 α/α Νίκος Πετρίδης ► % Νίκος Πετρίδης (αντ' αυτού)

9. 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 lowercase and capital letters**).

footnote3 ► footnote³ h2=x2+y2 ► h²=x²+y²
 Dr ► Dr^r Mme ► M^{me} Δρ ► Δ^ρ
 DR ► DR^R MME ► M^{ME} ΔΡ ► Δ^P

supportedOTfeatures

10. 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.

H₂O ► H₂O

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

253/ ▶ 253/ 85,6/ ▶ 85,6/

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

$/253 \rightarrow /253$ $/85,6 \rightarrow /85,6$

13. FRACTIONS: Figures separated by slash, are replaced with diagonal fractions.

 $\frac{5}{8} \triangleright \frac{5}{8}$ $\frac{3}{4} \triangleright \frac{3}{4}$

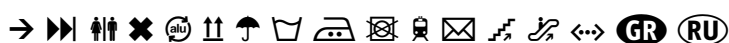
14. ORDINALS: Contextually replaces default alphabetic glyphs which follow numbers with superscripted glyphs and the sequence 'No' with the numero character (No). **This feature includes Latin as well as Greek lowercase and capital ordinals.**

1st ▶ 1st 2nd ▶ 2nd 28th ▶ 28th No ▶ N^o

1er ▶ 1er 2ème ▶ 2ème 2ND ▶ 2ND

1ος ▶ 1^{ος} 2η ▶ 2^η 53ου ▶ 53^{ου} 30Σ ▶ 30^Σ

15. ORNAMENTS/VARIOUS SYMBOLS: This feature may replace the bullet or other characters with any of the available ornaments/symbols. All of them are best accessed from the program's 'Glyphs Palette' when available. There is a total of 270 ornaments/symbols included for packaging, public areas, environment, transportation, computers, fabric care, urban life. (full list on page 11)



supported **OT** features

16. STYLISTIC SET 2: 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 prosogrammeni part of the glyph with ypogrammeni.

Άι ► Ἀ Ήι ► Ἠ Ωι ► Ὠ

17. STYLISTIC ALTERNATES: (italics only) Replaces non-standard glyphs with alternate forms purely for aesthetic reasons.

a ► *a* *g* ► *g* *ê* ► *ê*

18. 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.

[(HELLO)] ► [(HELLO)] «ПРИВЕТ» ► «ПРИВЕТ»

19. 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.

PARACHUTE ► PARACHUTE

20. 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 0.

0 ► 0 20 OBJECTS ► 20 OBJECTS

21. 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.

2 ► 2 2 2 2 2 2 € ► € € €

specimens

17. latin samples

22. greek samples

27. greek polytonic samples

28. cyrillic samples

33. multi-language samples

latinsamples

What follows is a set of Latin samples for PF Agora Sans Pro. Greek and Cyrillic script samples are covered in other sections of this specimen manual. For products with an international flair, we have introduced a special packaging section (includes the special country code symbols). For more samples, please visit our site at www.parachute.gr and try the FonTestDriver™, our advanced evaluation font tool which supports simultaneously Latin, Greek and Cyrillic.

AGORA SANS LATIN

time is the only truly scarce commodity

PURCHASE

latin-greco melangé with recent cyrillic

BOOMING ECONOMY, RELAXED LIFESTYLE

multilingual brat with a privileged background

architecture

LES NOUVEAUX PRÊT À PORTER

monthly guide to the best independent record releases

dress code in effect

SOPHISTICATED OPENTYPE FONTS

GUIDE

Quitting smoking now greatly reduces risks to your health

en route pour un tour de paris

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

REGULAR 7/9

latin-greco
melangé
with recent
cyrillic
infusions

XTRA THIN ITALIC 20/20

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

THIN 11/13

Moreover, television dramatically increased international communication. With 24-hours news broadcasts it has become increasingly difficult to disclose information from the public.

BLACK 13/15

bullfighter

BLACK ITALIC 90pt

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 Union

ULTRA BLACK ITALIC 10/12

01. *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*

BOLD ITALIC 8/10

03. *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 explic-*

ar

BLACK 143pt

THIN ITALIC 12/14

TECHNOLOGY IS THE CAMPFIRE AROUND WHICH WE TELL OUR STORIES

ULTRA BLACK 27/23

05. **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**

ULTRA BLACK 10/12

07. *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*

XTHIN 10/12



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

MEDIUM 7/9

THE 8 MOST REMARKABLE MOVIE RELEASES THIS YEAR

EXTRA THIN 31/26

AWARDS

ULTRA BLACK 87pt



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.

BLACK ITALIC 10/12

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 ex-

LIGHT 10/12

EXTRA THIN 9/11

THIN 9/11

LIGHT 9/11

REGULAR 9/11

MEDIUM 9/11

BOLD 9/11

BLACK 9/11

ULTRABLACK 9/11

EXTRA THIN ITALIC 9/11

THIN ITALIC 9/11

LIGHT ITALIC 9/11

ITALIC 9/11

MEDIUM ITALIC 9/11

BOLD ITALIC 9/11

BLACK ITALIC 9/11

ULTRABLACK ITALIC 9/11

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. Moreover, television dramatically increased international communication. With 24-hours news broadcasts it has become increasingly difficult to disclose information from the public. Likewise, the Information Technology Marketplace will boost local and global cultures, as people coming from smaller villages and greater capitals will seek entertainment, commerce, education, health and other human activities together, regardless of their nationality. Could these forces equate the differences among us, resulting in an international civilization? Regardless of whether the nations continue to remain

REGULAR 21/29

greek**samples**

What follows is a set of Greek samples for PF Agora Sans Pro. Latin and Cyrillic script samples are covered in other sections of this specimen manual. For products with an international flair, we have introduced a special packaging section (includes the special country code symbols). For more samples, please visit our site at www.parachute.gr and try the FonTestDriver™, our advanced evaluation font tool which supports simultaneously Latin, Greek and Cyrillic.

AGORA SANS ΕΛΛΗΝΙΚΑ

ΕΛΛΗΝΟΛΑΤΙΝΙΚΟ ΜΕΙΓΜΑ ΜΕ ΠΡΟΣΦΑΤΕΣ ΚΥΡΙΛΛΙΚΕΣ ΠΡΟΣΜΕΙΞΕΙΣ

τεχνολογική ανάπτυξη

η αισιοδοξία είναι μια στρατηγική για ένα καλύτερο αύριο

ΡΕΖΕΡΒΑ

ΖΩΝΤΑΝΕΣ ΕΙΚΟΝΕΣ ΚΑΙ ΠΛΟΥΣΙΑ ΧΡΩΜΑΤΑ

εταιρική ταυτότητα

ΤΟ ΙΣΧΥΡΟΤΕΡΟ ΔΗΜΙΟΥΡΓΙΚΟ ΔΥΝΑΜΩΤΙΚΟ ΣΟΥ

ηχογραφημένα μηνύματα

ΟΙ 20 ΚΑΛΥΤΕΡΕΣ ΑΚΤΕΣ ΤΗΣ ΜΕΣΟΓΕΙΟΥ

λιθογραφία

η αισθητική είναι η πολιτική του μέλλοντος

ΜΕΣΟΓΕΙΑΚΗ ΚΟΥΖΙΝΑ

κινηματογράφος

ξενοδοχεία υψηλών προδιαγραφών με θέα το απέραντο γαλάζιο

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 ορισμένους πολιτιστικούς κανόνες, ακόμα και σε έθνη όπου τα ηλεκτρονικά μέσα ενημέρωσης απαγορεύονταν κατηγορηματικά. Η κατάρρευση της πρώην Σοβιετικής Ένωσης μπορεί να επηρεάστηκε από αυτό τον παράγοντα περισσότερο

REGULAR 7/9

η ατέλεια είναι
το μεγαλείο
της ανθρώπινης
φύσης

XTRA THIN ITALIC 20/20

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 ορισμένους πολιτιστικούς κανόνες, ακόμα και σε έθνη όπου τα ηλεκτρονικά μέσα ενημέρωσης απαγορεύονταν κατηγορηματικά. Η κατάρρευση της πρώην Σοβιετικής Ένωσης

THIN 11/13

Η Πληροφοριακή Αγορά θα ασκήσει μια συνδυαστική και εξισωτική δύναμη στους τοπικούς και παγκόσμιους πολιτισμούς, καθώς οι άνθρωποι από τα μικρότερα χωριά και τις μεγαλύτερες μητροπόλεις

BLACK 13/15

ταξιδιωτής

BLACK ITALIC 90pt

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 ορισμένους πολιτιστικούς κανόνες, ακόμα και σε έθνη όπου τα ηλεκτρονικά μέσα ενημέρωσης απαγορεύονταν κατηγορηματικά. Η κατάρρευση της πρώην Σοβιετικής

ULTRA BLACK ITALIC 10/12

01. 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 ορισμένους πολιτιστικούς κανόνες, ακόμα και σε έθνη όπου τα ηλεκτρονικά μέσα ενημέρωσης απαγορεύονταν κατηγορηματικά. Η κατάρρευση της πρώην Σοβιετικής

BOLD ITALIC 8/10

03. 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 ορισμένους πολιτιστικούς κανόνες, ακόμα και σε έθνη όπου τα ηλεκτρονικά μέσα ενημέρωσης απαγορεύονταν κατηγορηματικά.

THIN ITALIC 12/14

BLACK 125pt

λα

Η ΑΙΣΙΟΔΟΞΙΑ ΕΙΝΑΙ ΜΙΑ ΣΤΡΑΤΗΓΙΚΗ ΓΙΑ ΕΝΑ ΚΑΛΥΤΕΡΟ ΑΥΡΙΟ

ULTRA BLACK 27/23

05. 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 ορισμένους πολιτιστικούς κανόνες, ακόμα και σε έθνη όπου τα ηλεκτρο-

ULTRA BLACK 10/12

07. 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 ορισμένους πολιτιστικούς κανόνες, ακόμα και σε έθνη όπου τα ηλεκτρονικά μέσα ενημέρωσης απαγορεύονταν κατηγορηματικά. Η κατάρρευση της πρώην Σοβιετικής Ένωσης μπορεί να επηρεάστηκε από αυτό τον παράγοντα περισσότερο

XTHIN 10/12



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 ορισμένους πολιτιστικούς κανόνες, ακόμα και σε έθνη όπου τα ηλεκτρονικά μέσα ενημέρωσης απαγορεύονταν κατηγορηματικά. Η κατάρρευση της πρώην Σοβιετικής Ένωσης μπορεί να επηρεάστηκε από αυτό τον παράγοντα περισσότερο απ' όσο νομίζουμε. Η τηλεόραση παρουσίασε ορισμένα προϊόντα και

MEDIUM 7/9

ΕΝΑΣ ΣΤΟΥΣ ΤΡΕΙΣ ΕΛΛΗΝΕΣ ΧΡΗΣΙΜΟΠΟΙΕΙ ΤΟ ΔΙΑΔΙΚΤΥΟ

EXTRA THIN 31/26

ΕΡΕΥΝΑ

ULTRA BLACK 87pt



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 ορισμένους πολιτιστικούς κανόνες, ακόμα και σε έθνη όπου τα ηλεκτρονικά μέσα ενημέρωσης απαγορεύονταν κατηγορηματικά. Η κατάρρευση της πρώην Σοβιετικής Ένωσης μπορεί να επηρεάστηκε από αυτό τον πα-

BLACK ITALIC 10/12

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 ορισμένους πολιτιστικούς κανόνες, ακόμα και σε έθνη όπου τα ηλεκτρονικά μέσα ενημέρωσης απαγορεύονταν

LIGHT 10/12

Ἀσχέτως ἂν τὰ ἔθνη παραμείνουν περιορισμένα ἀπὸ ἐδαφικῆς ἀπόψεως ἢ γίνουν πιὸ διασκορπισμένα, ἡ ἠλεκτρονικὴ γειτνίαση θὰ ἐνισχύσει τοὺς πολιτιστικούς δεσμοὺς ἀνάμεσά τους. Στὶς λίγες δεκαετίες πού ἡ τηλεόραση διασκορπίστηκε παντοῦ, διέδωσε ὀρισμένους πολιτιστικούς κανόνες, ἀκόμη καὶ σὲ ἔθνη ὅπου τὰ ἠλεκτρονικὰ μέσα ἐνημερώσεως ἀπαγορεύονταν κατηγορηματικά. Ἡ κατάρρευση τῆς πρώην Σοβιετικῆς Ἑνώσεως μπορεῖ νὰ ἐπηρεάστηκε ἀπὸ αὐτὸν τὸν παράγοντα περισσότερο ἀπ’ ὅσο νομίζουμε. Ἡ τηλεόραση παρουσίασε ὀρισμένα προϊόντα καὶ ὑπηρεσίες σὲ ὅλο τὸν κόσμο, δίνοντας τὴν δυνατότητα στοὺς ἀνθρώπους νὰ τὰ θεωροῦν κοινά, ἂν ὄχι νὰ τὰ σέβονται σταθερά. Ἐπίσης, τὸ μέσον αὗξησε δραματικὰ τὴν παγκόσμια ἐπικοινωνία. Μὲ τὶς ἐπὶ εἰκοσιτετραώρου βάσεως εἰδήσεις γενικῶς ἦταν ὅλο καὶ πιὸ δύσκολο νὰ ἀποκρυφτοῦν σημαντικὰ γεγονότα ἀπὸ τὸν ὑπόλοιπο πλανήτη. Παρομοίως, ἡ Πληροφοριακὴ Ἀγορὰ θὰ ἀσκήσει μία συνδυαστικὴ καὶ ἐξισωτικὴ δύναμη στοὺς τοπικοὺς καὶ παγκόσμιους πολιτισμούς, καθὼς οἱ ἄνθρωποι ἀπὸ τὰ μικρότερα χωριὰ καὶ τὶς μεγαλύτερες μητροπόλεις θὰ ἐπιδιώκουν ἀναψυχή, ἐμπόριο, ἐκπαίδευση, ὑγεία καὶ ἄλλες ἀνθρώπινες δραστηριότητες μαζί, ἀσχέτως μὲ τὴν ἐθνικότητά τους. Ἄραγε θὰ

cyrillicsamples

What follows is a set of Cyrillic samples for PF Agora Sans Pro. Greek and Latin script samples are covered in other sections of this specimen manual. For products with an international flair, we have introduced a special packaging section (includes the special country code symbols). For more samples, please visit our site at www.parachute.gr and try the FonTestDriver™, our advanced evaluation font tool which supports simultaneously Latin, Greek and Cyrillic.

AGORA SANS КИРИЛЛИЦА

Лучшие 25 менеджеров в промышленности музыки

ЭКСПЕРТ

курение вредит вашему здоровью

предмет желания

куда пойти в свободное время в Афинах

Сделано в России

Ежемесячный справочник к лучшим независимым

НОВОСТИ культуры

президент

Русское искусство в сердце Англии

Специальное издание

фейс контроль

очень сильный, очень элегантный, такой же как вы

Независимо от того, продолжают ли нации оставаться изолированными, или они становятся более распределенными, электронная смежность укрепит культурную связь между ними. В течение нескольких десятилетий, что телевидение стало широко распространенным, некоторые культурные кодексы были переданы, даже к нациям, где электронные средства коммуникации строго запрещались. Сей факт, вероятно, повлиял на распад Советского

REGULAR 7/9

Греческая
здоровая пища
от лучших
поваров мира

XTRA THIN ITALIC 20/20

Независимо от того, продолжают ли нации оставаться изолированными, или они становятся более распределенными, электронная смежность укрепит культурную связь между ними. В течение нескольких десятилетий, что телевидение стало широко распространенным, некоторые культурные кодексы были переданы, даже к нациям, где электронные средства коммуникации строго запрещались.

THIN 11/13

Независимо от того, продолжают ли нации оставаться изолированными, или они становятся более распределенными, электронная смежность укрепит культурную связь между ними.

BLACK 13/15

издание

BLACK ITALIC 116pt

Независимо от того, продолжают ли нации оставаться изолированными, или они становятся более распределенными, электронная смежность укрепит культурную связь между ними. В течение нескольких десятилетий, что телевидение стало широко распространенным, некоторые культурные кодексы были переданы, даже к нациям, где электронные средства коммуникации строго запрещались.

ULTRA BLACK ITALIC 10/12

01. Независимо от того, продолжают ли нации оставаться изолированными, или они становятся более распределенными, электронная смежность укрепит культурную связь между ними. В течение нескольких десятилетий, что телевидение стало широко распространенным, некоторые культурные кодексы были переданы, даже к нациям, где электронные средства коммуникации стро-

BOLD ITALIC 8/10

03. Независимо от того, продолжают ли нации оставаться изолированными, или они становятся более распределенными, электронная смежность укрепит культурную связь между ними. В течение нескольких десятилетий, что телевидение стало широко распространенным, некоторые культурные кодексы были переданы, даже к нациям, где электронные

THIN ITALIC 12/14

Ба

BLACK 125pt

КОСМОС КАЖЕТСЯ БЛИЖЕ КОГДА МЕРЦАЕТ СЕВЕРНОЕ СИЯНИЕ

ULTRA BLACK 27/25

05. Независимо от того, продолжают ли нации оставаться изолированными, или они становятся более распределенными, электронная смежность укрепит культурную связь между ними. В течение нескольких десятилетий, что телевидение стало широко распространенным, некоторые культурные кодексы были

ULTRA BLACK 10/12

07. Независимо от того, продолжают ли нации оставаться изолированными, или они становятся более распределенными, электронная смежность укрепит культурную связь между ними. В течение нескольких десятилетий, что телевидение стало широко распространенным, некоторые культурные кодексы были переданы, даже к нациям, где электронные средства коммуникации строго запрещались. Сей факт, вероятно, повлиял на распад Советского Союза в большей

XTHIN 10/12



Независимо от того, продолжают ли нации оставаться изолированными, или они становятся более распределенными, электронная смежность укрепит культурную связь между ними. В течение нескольких десятилетий, что телевидение стало широко распространенным, некоторые культурные кодексы были переданы, даже к нациям, где электронные средства коммуникации строго запрещались. Сей факт, вероятно, повлиял на распад Советского Союза в большей степени, чем мы можем думать возможные. С

MEDIUM 7/9

ЗАПИСНАЯ КНИЖКА В СЕРЕБРЯНОЙ ОБЛОЖКЕ

EXTRA THIN 31/28

НОВЫЙ

ULTRA BLACK 92pt



Независимо от того, продолжают ли нации оставаться изолированными, или они становятся более распределенными, электронная смежность укрепит культурную связь между ними. В течение нескольких десятилетий, что телевидение стало широко распространенным, некоторые культурные кодексы были переданы, даже к нациям, где электронные средства коммуникации строго запрещались. Сей факт, вероятно, повлиял на распад Советского Союза в

BLACK ITALIC 10/12

Независимо от того, продолжают ли нации оставаться изолированными, или они становятся более распределенными, электронная смежность укрепит культурную связь между ними. В течение нескольких десятилетий, что телевидение стало широко распространенным, некоторые культурные кодексы были переданы, даже к нациям, где электронные средс-

LIGHT 10/12

Независимо от того, продолжают ли нации оставаться изолированными, или они становятся более распределенными, электронная смежность укрепит культурную связь между ними. В течение нескольких десятилетий, что телевидение стало широко распространенным, некоторые культурные кодексы были переданы, даже к нациям, где электронные средства коммуникации строго запрещались. Сей факт, вероятно, повлиял на распад Советского Союза в большей степени, чем мы можем думать возможные. С радиопередачами новостей 24 часа в день стало более трудно скрыть информацию от публики. Аналогично, Информационный Рынок повысит местные и глобальные культуры как люди, приезжающие от меньших деревень, и большие капиталы будут искать развлечение, торговлю, образование, здоровье и другие действия, независимо от их национальности. Эти силы могли приравнять различия среди нас, приводя к международной цивилизации? В течение нескольких десятилетий, что телевидение стало широко распространенным, некоторые культурные кодексы были переданы, даже к нациям, где электронные средства коммуникации

REGULAR 21/29

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

NOTE: codes for languages/ countries follow the ISO system
go to page 9 for an explanation

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alcance de los niños. No aplique sobre la piel irritada o lastimada. Evite el contacto con los ojos. Sólo para uso externo. **PT** Recipiente sob pressão. Proteger dos raios solares e não expor a temperaturas superiores a 50°C. Não furar ou queimar, mesmo após utilização. Não vaporizar para uma chama ou um corpo incandescente. Manter afastado de qualquer chama ou fonte de calor. Não fumar. Manter fora do alcance das crianças. Não aplicar em pele irritada ou inflamada. Evitar contacto com os olhos. Apenas para uso externo. Lote e data de fabrico na anilha da válvula ou na base da embalagem. **HU** Parfüm Body Spray. Fokozottan tűz - és robbanásveszélyes! A flakonban túlnyomás uralkodik! Közvetlen hőhatásnak és 50°C feletti hőmérsékletnek kitenni tilos! Használata közben nyílt láng használata tilos! Ne használja irritált vagy sérült bőrfelületen! Szembe ne kerüljön! Gyúlékony anyagra ne permetezzük. Tűzbe dobni még őrös állapotban is tilos! Gyermekek elől elzárva tartandó! Kizárólag külső használatra. **BG** Парфюмна вода за тяло. Изключително лесно запалимо Опаковка под налягане. Не излагайте на пряка слънчева светлина и температура по-висока от 50°C. Не пушете по време на употреба. Не пръскайте върху пламък или близо до запалими вещества. Не хвърляйте в огън дори флаконът да е празен. Пазете от деца! Пазете далеч от източници на пожар. Не пръскайте върху раздразнена или разранена кожа. Избягвайте контакт с очите. Само за външна употреба. Произведено в ЕС. Годно до: най-малко 4 години от датата на производство (виж дъното на опаковката). **TR** Erkek için Deodorant Body Spray. 24 saat. İçeriği ambalaj üzerinde belirtilmiştir. Güneş ışığından ve 50 derece üzerindeki ısıdan koruyunuz, kullanım sırasında sigara içmeyiniz, göze ve yanan materyallere sıkmayınız, boşaldığı zaman ateşe atmayınız, alevden uzak tutunuz. Çocukların ulaşamayacağı yerde muhafaza ediniz. Son derece yanıcıdır. Yanıcıdır ateşten uzak tutunuz. Yüze, göze ve giysilere püskürtmeyiniz. **RO** Parfum deodorant de corp. Extrem de inflamabil. Ambalaj sub presiune. A se proteja de căldură și temperaturi ce depășesc 50°C. Nu fumați în timpul folosirii, nu pulverizați peste obiecte incandescente, nu perforați sau aruncați în foc ambalajul chiar și după golire. A nu se lăsa la îndemâna copiilor. Doar pentru uz extern. A se evita pulverizarea în zona ochilor sau pe pielea iritată. **HR** Parfimirani dezodorans za tijelo. Zapremnina/Sastav/Kontrolni broj: otisnuto na ambalaži. Raspršiti na kožu s udaljenosti 15-20 cm. Upozorenja: Izuzetno zapaljivo, boca je pod pritiskom. Zaštiti od sunca, ne izlagati temperaturama većim od 50°C, držati izvan dosega djece, bocu ne oštećivati niti kada je prazna. Ne aplicirati na iritiranu kožu ili otvorene rane. Izbjegavati kontakt s očima. Samo za vanjsku upotrebu. **PL** Perfumowany dezodorant w sprayu. Pojemnik pod ciśnieniem: chronić przed słońcem i temperaturą powyżej 50°C. Nie przekłuwać ani nie spalać, także po zużyciu. Nie rozpylać nad otwartym płomieniem lub żarzącym się materiałem. Chronić przez źródłami zapłonu – nie palić w czasie rozpylania. Chronić przed dziećmi. Nie stosować na podrażnioną skórę. Chronić przed kontaktem z oczami. Wyłącznie do użytku zewnętrznego. Używać zgodnie z przeznaczeniem. **SI** Parfumi-ran dezodorant za telo v spreju. Vsebina/Sestavine-Ingredients/Serijska številka: navedeno na embalaži. Izdelek pršite na kožo iz razdalje 15-20 cm. Opozorilo: Zelo lahka vnetljivo. Razpršilec je pod pritiskom: zaščitite ga pred soncem, ne izpostavljajte ga

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