

DizajnDesign
Type Foundry

PRETO serif

*Energetic serif for
contemporary typography
and magazine design.*

*specimen designed by
Tomáš Vrtich*

www.dizajndesign.sk

Font Specifications and Purchase Details

TYPEFACE NAME: Preto Serif™

AUTHOR: Ján Filípek

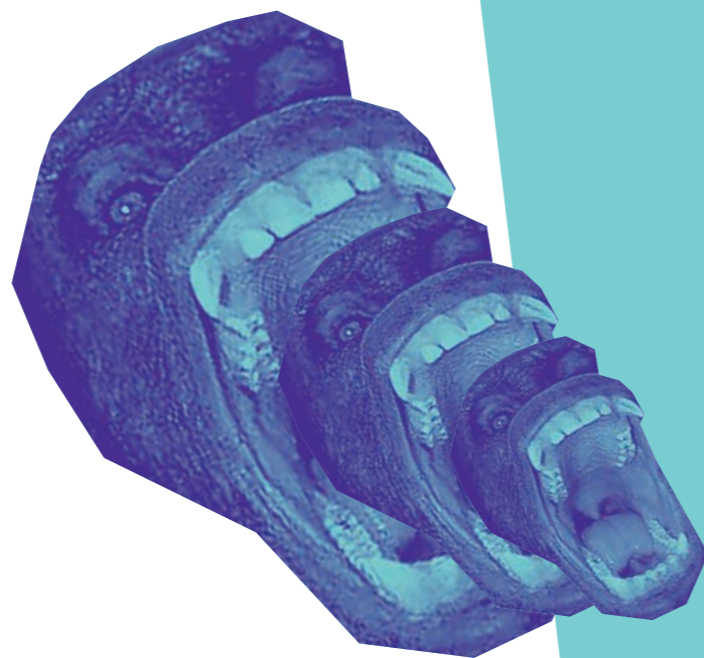
RELEASE DATE: April 2013

ENCODINGS: 1252 Latin 1, 1250 Latin 2 (Eastern Europe),
1254 Turkish, 1257 Baltic

Preto Serif: 8 fonts, 415 glyphs

Preto Serif OT Std: 8 fonts, 940 glyphs

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Preto Serif

Preto is an extensive type family, which explores the function of serifs on readability and legibility. Preto consist of three subfamilies: Sans, Semi and Serif. Preto is designed for multilingual typesetting. All of the subfamilies have equal gray value but different texture which can be use to differentiate languages. Preto sub-families have two text weights and two bold styles (Regular → **Bold**, **Medium** → **Black**). Every weight has a companion Italic style as well.

The serif version has been designed to work best at small point sizes (around 8, 9 points). You will not achieve calm, boring or invisible look of your text with Preto Serif. Its long, spiky and sharp serifs contribute to give the typeface a distinct and energetic character. It is very suitable for magazines, corporate identity, brochures or other print materials where a typeface for continuous reading is required.

The ligatures in Preto Serif are very special. You can set them in different tracking values and spacing will increase/decrease consistently in the ligatures as well.

Alternative characters in the font files allow you to change the feeling of the text from typical to more special (J - J, Q - Q, g - g, & - &). Each font contains a full set of small caps and many alternative characters for complex typesetting.

say *hallo!* to
bananas

0,79 ^{€/kg}



JAMES DEAN

Rebel without a cause

fight performance

F*CK QUALITY
CHECK

Generation

verboden!

€ 3,75 € 2,63

Facelifting

Vrabec poľný Passer montanus

Großmaul

DÜRÜM H₂SO₄
Little

KEBAB Bastard

Monday talks

Darkman

Blödsinn

Ornithurae

Jumping-snails

Eumetazoa eumetazoa

Der zieht dich durch den kakao

Extraordinary challenging vegetable

Demoversion of the current state of mind

Demoversion of the current state of mind your own business

Freaky Bird

Snails

Open

Type

A B C D E F G H I J J
K L M N O P Q Q
R S T U V W X Y Z
a b c d e f g g h i j k l m
n o p q r s t u v w x y z , . ? !
0 0 1 2 3 4 5 6 7 8 9
0 0 1 2 3 4 5 6 7 8 9
() [] {} # \$ % & &
@ * + : ; < > = x @



Font Details

Type

The serifs in Preto Serif are designed to match the Semi style

lowercase f is designed so that when typeset next to an ascender, it forms an automatic ligature

Small space in the k for optical compensation

MOflk

Middle stroke is pushed up, thereby allowing for a narrower M

Alternate Q has a cute tail.

HAM&

Capitals have optically equal width

fi is fi

Two options for ligatures

ABOUT

details

Italics is only slightly slanted and narrower

Passer montanus

Taxonomy

Kingdom ANIMALIA
Phylum CHORDATA
Class AVES
Order PASSERIFORMES
Family PASSERIDAE

Red List

Category & Criteria:

Least Concern ver 3.1

Year Published: 2012

Assessor/s: BirdLife
International

Reviewer/s:

Butchart, S. & Symes, A.

Assessment Information

JUSTIFICATION: This species has an extremely large range, and hence does not approach the thresholds for Vulnerable under the range size criterion (Extent of Occurrence < 20,000 km² combined with a declining or fluctuating range size, habitat extent/quality, or population size and a small number of locations or severe fragmentation). The population trend appears to be stable, and hence the species does not approach the thresholds for Vulnerable under the population trend criterion (> 30% decline over ten years or three generations). The population size is extremely large, and hence does not approach the thresholds for Vulnerable under the population size criterion (< 10,000 mature individuals with a continuing decline estimated to be > 10% in ten years or three generations). For these reasons the species is evaluated as Least Concern.

Scientific Name:

Passer montanus

Species Authority:

(Linnaeus, 1758)

Common Name/s:

English → Eurasian Tree

Sparrow, Tree Sparrow

French → Moineau friquet

Geographic Range

NATIVE: Afghanistan, Albania, Andorra, Armenia (Armenia), Austria, Azerbaijan, Belarus, Belgium, Bhutan, Bosnia and Herzegovina, Brunei Darussalam, Bulgaria, Cambodia, Canada, China, Christmas Island, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Faroe Islands, Finland, France, Georgia, Germany, Greece, Hong Kong, Hungary, Indonesia, Iran, Islamic Republic of, Iraq, Ireland, Italy, Japan, Kazakhstan, Korea, Democratic People's Republic of, Korea, Republic of, Kyrgyzstan, Lao People's Democratic Republic, Latvia, Liechtenstein, Lithuania, Luxembourg, Macao, Macedonia, the former Yugoslav Republic of, Malaysia, Malta, Moldova, Mongolia, Montenegro, Myanmar, Nepal, Netherlands, Norway, Poland, Portugal, Romania, Russian Federation, Russian Federation, Russian Federation, Serbia (Serbia), Singapore, Slovakia, Slovenia, Spain (Canary Is.), Spain (Canary Is.), Sweden, Switzerland, Syrian Arab Republic, Taiwan, Province of China, Tajikistan, Thailand, Turkey, Turkmenistan, Ukraine, United Kingdom, Uzbekistan, Viet Nam

INTRODUCED: Armenia (Armenia - Native), Australia, Guam, Marshall Islands, Micronesia, Federated States of, Northern Mariana Islands, Palau, Philippines, Serbia (Serbia - Native), Spain (Canary Is. - Native), Timor-Leste, United States

Slovenská točená

6,79 €/kg

Latin

Democratia (-ae, fem.) est modus rempublicam regendi vel forma administrationis quo potestas gubernandi ex populo nascitur, aut recto referendo (democratia recta) aut per legatos a populo electos (democratia repraesentativa).

Finnish

Poliittisessa teoriassa **demokratia** eli kansanvalta hahmottaa pienen määrän eri valtiomuotojen yhdistelmiä ja myös poliittista filosofiaa. Tavallisena demokratian ominaispiirteenä pidetään, että tärkeimmistä valtiollisista asioista päättää joko kansa itse tai kansan yleisillä vaaleilla kilpailevien ehdokkaiden joukosta valitsema toimielin (parlamentti).

German

Demokratie bezeichnet einerseits das Ideal einer durch die Zustimmung der Mehrheit der Bürger und deren Beteiligung legitimierten Regierungsform, der „Volksherrschaft“. Diese Idealvorstellung wird in Demokratietheorien konkretisiert, die jeweils eine bestimmte Vorstellung von Demokratie beinhalten: so die direkte Demokratie, repräsentative Demokratie, Demarchie, Radikaldemokratie oder Basisdemokratie.

Slovak

Demokracia a) forma politického zriadenia, v ktorom je zdrojom všetkej moci ľud. Vo všeobecnej forme demokracie sa menšina v rámci daných politických organizačných štruktúr podriaďuje rozhodnutiam väčšiny a táto väčšina je zároveň zaviazaná k rešpektovaniu neodobrateľných práv menšiny.

English

Democracy is a form of government in which all eligible citizens have an equal say in the decisions that affect their lives. Democracy allows eligible citizens to participate equally—either directly or through elected representatives—in the proposal, development, and creation of laws. It encompasses social, economic and cultural conditions that enable the free and equal practice of political self-determination.

Turkish

Demokrasi, tüm üye veya vatandaşların, organizasyon veya devlet politikasını şekillendirmede eşit hakka sahip olduğu bir yönetim biçimidir. Yunanca dimokratia (yardım-bilgi) (yani dimos, halk zümresi, yani kratos, iktidar) sözcüğünden türemiştir. Türkçeye, Fransızca démocratie sözcüğünden geçmiştir. Genellikle devlet yönetim biçimi olarak değerlendirilmesine rağmen, üniversiteler, işçi ve işveren organizasyonları ve bazı diğer sivil kurum ve kuruluşlar da demokrasi ile yönetilebilirler.

Preto Serif Black
Preto Serif Black Italic
Preto Serif Bold
Preto Serif Bold Italic
Preto Serif Medium
Preto Serif Medium Italic
Preto Serif Regular
Preto Serif Regular Italic

[2 texts](#)

[2 bolds](#)

Regular → Bold
Medium → Black

Preto Serif Black 9/10,8 Pt

The Sans version of Preto forms the basic skeleton of the family, it is decidedly simpler than the other styles (Semi and Serif). Although you can find many distinctive and unique elements in the details. The most visible elements are the tapered upper part of the letters. The capital letters have uniform widths achieving very different texture than traditional roman proportions.

Preto Serif Bold 9/10,8 Pt

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Preto Serif Medium 9/10,8 Pt

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Preto Serif Regular 9/10,8 Pt

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Preto Serif Black Italic 9/10,8 Pt

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Preto Serif Bold Italic 9/10,8 Pt

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Preto Serif Medium Italic 9/10,8 Pt

The Sans version of Preto forms the basic skeleton of the family, it is decidedly simpler than the other styles (Semi and Serif). Although you can find many distinctive and unique elements in the details. The most visible elements are the tapered upper part of the letters. The capital letters have uniform widths achieving very different texture than traditional roman proportions.

Preto Serif Regular Italic 9/10,8 Pt

The Sans version of Preto forms the basic skeleton of the family, it is decidedly simpler than the other styles (Semi and Serif). Although you can find many distinctive and unique elements in the details. The most visible elements are the tapered upper part of the letters. The capital letters have uniform widths achieving very different texture than traditional roman proportions.

Small Capitals

Preto Serif Black 9/10,8 Pt

THE SANS VERSION OF PRETO FORMS THE BASIC SKELETON OF THE FAMILY, IT IS DECIDEDLY SIMPLER THAN THE OTHER STYLES (SEMI AND SERIF). ALTHOUGH YOU CAN FIND MANY DISTINCTIVE AND UNIQUE ELEMENTS IN THE DETAILS. THE MOST VISIBLE ELEMENTS ARE THE TAPERED UPPER PART OF THE LETTERS. THE CAPITAL LETTERS HAVE UNIFORM WIDTHS ACHIEVING VERY DIFFERENT TEXTURE THAN TRADITIONAL ROMAN PROPORTIONS.

Preto Serif Bold 9/10,8 Pt

THE SANS VERSION OF PRETO FORMS THE BASIC SKELETON OF THE FAMILY, IT IS DECIDEDLY SIMPLER THAN THE OTHER STYLES (SEMI AND SERIF). ALTHOUGH YOU CAN FIND MANY DISTINCTIVE AND UNIQUE ELEMENTS IN THE DETAILS. THE MOST VISIBLE ELEMENTS ARE THE TAPERED UPPER PART OF THE LETTERS. THE CAPITAL LETTERS HAVE UNIFORM WIDTHS ACHIEVING VERY DIFFERENT TEXTURE THAN TRADITIONAL ROMAN PROPORTIONS.

Preto Serif Medium 9/10,8 Pt

THE SANS VERSION OF PRETO FORMS THE BASIC SKELETON OF THE FAMILY, IT IS DECIDEDLY SIMPLER THAN THE OTHER STYLES (SEMI AND SERIF). ALTHOUGH YOU CAN FIND MANY DISTINCTIVE AND UNIQUE ELEMENTS IN THE DETAILS. THE MOST VISIBLE ELEMENTS ARE THE TAPERED UPPER PART OF THE LETTERS. THE CAPITAL LETTERS HAVE UNIFORM WIDTHS ACHIEVING VERY DIFFERENT TEXTURE THAN TRADITIONAL ROMAN PROPORTIONS.

Preto Serif Regular 9/10,8 Pt

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Preto Serif Black Italic 9/10,8 Pt

THE SANS VERSION OF PRETO FORMS THE BASIC SKELETON OF THE FAMILY, IT IS DECIDEDLY SIMPLER THAN THE OTHER STYLES (SEMI AND SERIF). ALTHOUGH YOU CAN FIND MANY DISTINCTIVE AND UNIQUE ELEMENTS IN THE DETAILS. THE MOST VISIBLE ELEMENTS ARE THE TAPERED UPPER PART OF THE LETTERS. THE CAPITAL LETTERS HAVE UNIFORM WIDTHS ACHIEVING VERY DIFFERENT TEXTURE THAN TRADITIONAL ROMAN PROPORTIONS.

Preto Serif Bold Italic 9/10,8 Pt

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Preto Serif Medium Italic 9/10,8 Pt

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Preto Serif Regular Italic 9/10,8 Pt

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PRETO SERIF BLACK
PRETO SERIF BLACK ITALIC
PRETO SERIF BOLD
PRETO SERIF BOLD ITALIC
PRETO SERIF MEDIUM
PRETO SERIF MEDIUM ITALIC
PRETO SERIF REGULAR
PRETO SERIF REGULAR ITALIC

OpenType functions

Ligatures

fi fl ff → fi fj fl ff ft ffi ffl fk fb fl' fh fl

Ligatures + Contextual alternates (stylistic set 1 in InDesign)

fi fl ff → fi fj fl ff ft ffi ffl fk fb fl' fh fl

Stylistic alternates (stylistic set 1 in InDesign)

JÎQJÎQ gǧǧǧǧ & → JÎQJÎQ gǧǧǧǧ &

Localized forms (indesign CS3 and higher) when Romanian language is selected — Small caps for turkish language

ş → ş — fi fi → FI FI

All Capitals (case sensitive forms)

P(r[E{t-o@ → P(R[E{T-O@

All Capitals (will add optimal spacing for capital letters)

UPPERCASE → UPPERCASE

Proportional lining figures (default) → Proportional oldstyle

12345678900 → 12345678900

Tabular lining figures

12345678900 → 12345678900

Tabular oldstyle figures

12345678900 → 12345678900

Slashed zero

2010 2010 → 2010 2010

Discretionally ligatures (Annotation forms)

(1) (2) [3] [4] → ① ② ③ ④

Fractions (automatic)

1/4 365/24 → ¼ ¾

Ordinals

5a 2o No → 5^a 2^o N^o

Nominators & Denominators — Superior & Inferiors

1½ & 2⅔ — a² & H₂SO₄

Stylistic set 2

& → &

Stylistic set 3

gǧǧǧǧ → gǧǧǧǧ

Stylistic set 4

JÎQJÎQ → JÎQJÎQ

Small Capitals + proportional oldstyle figures

Small Caps 123 → SMALL CAPS 123

All Small Caps

All Small Caps → ALL SMALL CAPS

Small Caps figures (when All Small Caps feature is activated)

12345678900 → 12345678900



DizajnDesign Type Foundry
Preto Sans specimen
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