# Piensa

Spanish for *press*, Prensa is a dynamic series for text from Cyrus Highsmith. He arrived at this family's character through his process of "wrapping outside curves around the inside, deliberately creating tension between the two," a technique epitomized in *Electra*, a 1935 bookface by 20th-century master W.A. Dwiggins. This tension really appears in the italics, which stray from the traditional forms to balance simplicity with vitality.

Prensa Display
Prensa Display Condensed
Prensa Display Compressed

48 styles total

**Designed by Cyrus Highsmith** 

Published 2003-2011

# COTTED AIDAN GARDEN ENEWED TAKIS FIREMAN KIDS SECCOS POKER BRO BIBS BURROW SWIFT TAL NIMRUD SPIRE SAYID SUP UNDERDECK STERN BEAD

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cotted aidan gardeners we enewed takis fireman arch kids seccos poker brown cat bibs burrow swift taller pop nimrud spire sayid supper underdeck stern bread sailor

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### PRENSA LIGHT 10/12 POINTS

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PRENSA DISPLAY CONDENSED BOLD

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SWIFT BIBS BURROW TALLER

PRENSA DISPLAY CONDENSED REGULAR

NIMRUD SPIRE SAYID SUPER

PRENSA DISPLAY CONDENSED BOOK

UNDERDECK STERN BREADED

PRENSA DISPLAY CONDENSED LIGHT

# COTTED AIDAN GARDENERS PRENSA DISPLAY CONDENSED BLACK ITALIC

## ENEWED TAKIS FIREMAN

PRENSA DISPLAY CONDENSED BOLD ITALIC

### KIDS SECCOS POKER BROWN

PRENSA DISPLAY CONDENSED SEMIBOLD ITALIC

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PRENSA DISPLAY CONDENSED LIGHT ITALIC

# cotted aidan gardeners whale enewed takis fireman architect

kids seccos poker brown catch

PRENSA DISPLAY CONDENSED SEMIBOLD

bibs burrow swift taller physical

nimrud spire sayid super should

underdeck stern breaded sailors

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## **ENEWED TAKIS FIRMAN SWEET**

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# KIDS SECCOS POKERS BROWSE

## SWIFT BIBS BURROW NAP TALLER

PRENSA DISPLAY COMPRESSED REGULAR

# NIMRUD SPIRE SAYIDS SUPPER

PRENSA DISPLAY COMPRESSED BOOK

## UNDERDECKS STERNAL BODGIES

PRENSA DISPLAY COMPRESSED LIGHT

# COTTED AIDAN GARNER NIRLIT

ENEWED TAKIS FIRMAN SWEET

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UNDERDECKS STERNAL BODGIES

PRENSA DISPLAY COMPRESSED LIGHT ITALIC

# cotted aidan garner nirlit cippus enewed takis firman sweet charms

PRENSA DISPLAY COMPRESSED BOLD

kids seccos pokers browse fifish

bibs burrow swift napper amebic tall

nimrud sayids spire supper miffs

underdecks sternal bodgies tornados

# cotted aidan garner nirlit cippus enewed takis firman sweet charms enewed to green to be a constant to the con

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PRENSA DISPLAY COMPRESSED BLACK ITALIC 24/26 POINTS

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### **Cyrus Highsmith**

Cyrus is a letter drawer, teacher, author, and graphic artist. He teaches type design at Rhode Island School of Design (RISD). He wrote and illustrated the acclaimed primer *Inside Paragraphs: Typographic Fundamentals*. In 2015, he received the Gerrit Noordzij Prize for extraordinary contributions to the fields of type design, typography, and type education. In 2017, he became Creative Director for Latin Type Development at Morisawa USA. He goes to bed very early.

### **Occupant Fonts**

Founded by Cyrus Highsmith in 2015, Occupant Fonts is relatively young compared to his 20+ years of experience as a type designer. We joined Morisawa in 2017 to be the Japanese type company's Latin alphabet counterpart. We focus on developing original typefaces.

### contact

Morisawa USA Inc. https://www.morisawa-usa.com/

### licensing & information about character sets

https://occupant.typenetwork.com/

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