
Portrait Condensed

Triangular serifs and extremely condensed proportions go hand in hand, as evidenced by the compressed Latins that were a mainstay of newspaper display typography through the 20th century. This idea inspired the emphatically and exaggeratedly narrow Portrait Condensed.

PUBLISHED
2013

DESIGNED BY
BERTON HASEBE

5 WEIGHTS

FEATURES
PROPORTIONAL LINING FIGURES
FRACTIONS
SUPERSCRIP/T/SUBSCRIPT

This family's energetic rhythm also takes cues from French design in the 1950s, particularly the work of iconic designer Roger Excoffon and his collaborator François Ganeau, especially in the design of Vendôme Condensed, which, like Portrait, had also used Renaissance French typefaces as an starting point. Portrait Condensed retains the small x-height of the rest of the collection, which gives the family distinction and drama through its elongated ascenders and descenders.

Portrait Condensed Light

Portrait Condensed Regular

Portrait Condensed Medium

Portrait Condensed Bold

Portrait Condensed Heavy

Entrée & Desserts
SHOPPING CRAZE
Two Arrests in NY

PORTRAIT CONDENSED LIGHT 100 PT [STYLISTIC 4: w]

Particularly Hard
FOLLOW UP MSG
4 Civil Procedures

PORTRAIT CONDENSED REGULAR 100 PT [STYLISTIC 3: w]

Fehér Fürdő Mat
ALLIUMPHOBIA
Net Profit: \$3.2M

PORTRAIT CONDENSED MEDIUM 100 PT [LIGATURE fi]

Wie heißen Sie?
CONTAINS OATS
Time Travellers

PORTRAIT CONDENSED BOLD 100 PT

A tout à l'heure
OLYMPIC PARK
Shuffle playlist

PORTRAIT CONDENSED HEAVY 100 PT [LIGATURE ffi]

CREATIVE ALTERNATIVES
A Lifelong Resident of NY
ONE EPHEMERAL TRUTH
Distinguished Instructors

PORTRAIT CONDENSED LIGHT 72 PT

NAMÓWIC SIĘ POZWALA
54 floors of pure granite
DON'T ROCK THE BOAT
Connection speed at: 8%

PORTRAIT CONDENSED REGULAR 72 PT [LIGATURE: fi]

KÖYHÄSSÄ MÖKISSÄÄN
Las Señoras y Los Niños
ZEITGEIST OF THE 1260
Your tête-à-tête brunch

PORTRAIT CONDENSED MEDIUM 72 PT

THE CELEBRITY GENE
Constructed Rhetoric
MODERN RECORDING
Trupul său împărătesc

PORTRAIT CONDENSED BOLD 72 PT

HIDDEN STRENGTHS
Better Fan Efficiency
COUNTERINTUITIVE
Ihre Satzungsgemäß

PORTRAIT CONDENSED HEAVY 72 PTT [LIGATURE: ffi]

A NEW YORK TIMES BOOK REVIEW EDITOR'S PICK
No artificial flavors and colorants, no preservatives

PORTRAIT CONDENSED LIGHT 36 PT [STYLISTIC 1: K, LIGATURE: fi]

CRAZY SCIENTIFIC THEORIES NOBODY BELIEVES
Un Orchestre de 1200, mixe l'Orient à l'Occident

PORTRAIT CONDENSED REGULAR 36 PT

Ô RAGE! Ô DÉSESPOIR! Ô VIEILLESSE ENNEMIE!
Update, 11:50 a.m. Pacific: 35 dolphins have died

PORTRAIT CONDENSED MEDIUM 36 PT

RELAÇÃO EUA/RÚSSIA “CONGELA” EN SÉRIO
The product, then, would only be 2% faster

PORTRAIT CONDENSED BOLD 36 PT

IT WAS ALWAYS AN EASY STORY TO WRITE
New Hazelnut Wafer Cookies: 8.2 oz (232g)

PORTRAIT CONDENSED HEAVY 36 PT [STYLISTIC 3: W]

We always pass further into the labyrinth of Roman mythological etymology
 CAN YOU ESTIMATE THE TOTAL REVENUE FROM 2012 OLYMPIC TICKET SALE
 Reasons for this shift are connected with the emergence of the printing press

PORTRAIT CONDENSED LIGHT 24 PT

Something that is counted or measured, named and/or labeled, is owned
 ELEMENTS OF THE POLITICAL RIGHT APPROPRIATED AND REPRESENTED
 Johann Herder coined the term Volks-lied (“folk song”) two centuries ago

PORTRAIT CONDENSED REGULAR 24 PT [STYLISTIC 2: k]

Les sociétés internet devraient surmonter les «Obstacles Techniques»
 WHEN SHE GROWS UP, HER AMBITION IS TO BECOME A TOOTH FAIRY
 A dziś już nieco drżąca ręka dociska drewnianą śrubę prasy, nawisłych

PORTRAIT CONDENSED MEDIUM 24 PT

**Only the wilfully blind could fail to implicate the divisive force of
 COMPUTER VIRUS: MODEL FOR INFORMATIONAL EPIDEMIOLOGY
 religion in most, if not all, of the violent enmities on earth today**

PORTRAIT CONDENSED BOLD 24 PT

**Stock Price rises from ¥29.4 to ¥30.5 in five days; a total of 103.7%
 ¿QUIÉN VA A PAGAR POR MÍ LOS VEINTE Y DOS AÑOS DE CÁRCEL?
 I hope he thinks very carefully before he believes a word he says**

PORTRAIT CONDENSED HEAVY 24 PT [LIGATURE: fi]

Antidiseestablishmentarianism

POTRAIT LIGHT 60PT

Acetoxyacetylaminofluorene

POTRAIT REGULAR 60PT

Electroencephalographers

POTRAIT REGULAR NO.2 60PT

Muvaffakiyetsizleştiricileş

POTRAIT MEDIUM 60PT

Tra-arglwyddiaethasant

POTRAIT BOLD 60PT

OPENTYPE FEATURES
FAMILY WIDE

ALL CAPS
Opens up spacing, moves
punctuation up

PROPORTIONAL LINING
default figures

FRACTIONS
ignores numeric date format

SUPERSCRIPT/SUPERIOR

SUBSCRIPT/INFERIOR

DENOMINATOR
for making arbitrary fractions

NUMERATOR
for making arbitrary fractions

LANGUAGE FEATURE
Polski (Polish) kreska accent

LANGUAGE FEATURE
Română (Romanian) s accent

OPENTYPE FEATURES
ROMAN

STYLISTIC SET 01
alternate K

STYLISTIC SET 02
alternate k

STYLISTIC SET 03
alternate W

STYLISTIC SET 04
alternate w

STYLISTIC ALTERNATES
Illustrator/Photoshop

DEACTIVATED

Quality hi-fi (on) [sale] now

Population was 4,923,157 in 2010

21/03/10 and 21/18 to 5 460/920

x¹⁵⁸ + y²³ × z¹⁸ - a⁴²⁶⁰

x₁₅₈ ÷ y₂₃ × z₁₈ - a₄₂₆₀

0123456789 0123456789

0123456789 0123456789

ŹRÓDŁA Ślady możliwości rozliczeń

ÎNSUȘI conștiința științifice pește

DEACTIVATED

KICKBOXER PICKING SLICKER

Kinked pack mackerel kit wicked

WESTERN AWARDS WOWED

Howling unwavering power claws

WESTERN PICKED WICKEDLY

ACTIVATED

QUALITY HI-FI (ON) [SALE] NOW

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STYLES INCLUDED IN COMPLETE FAMILY

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Portrait Condensed Heavy

SUPPORTED LANGUAGES

Afrikaans, Albanian, Asturian, Basque, Breton, Bosnian, Catalan, Cornish, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Finnish, French, Galician, German, Greenlandic, Guarani, Hawaiian, Hungarian, Ibo, Icelandic, Indonesian, Irish, Gaelic, Italian, Kurdish, Latin, Latvian, Lithuanian, Livonian, Malagasy, Maltese, Maori, Moldavian, Norwegian, Occitan, Polish, Portuguese, Romanian, Romansch, Saami, Samoan, Scots, Scottish Gaelic, Slovak, Slovenian, Spanish (Castillian), Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh, Wolof

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ABOUT THE DESIGNER

Berton Hasebe (born 1982) moved from Hawaii to study and work in Los Angeles, obtaining a BA from Otis College of Art and Design in 2005. In 2007 he moved to the Netherlands to study type design through the Type and Media Masters course at The Royal Academy of Art in the Hague (KABK). His typeface Alda, designed while attending Type and Media and later published by digital type pioneers Émigré, was awarded the 2008 judges pick from the Type Directors Club in New York. In the same year Alda was also selected by the Tokyo Type Directors Club for inclusion in their annual publication. Since 2008 he resides in New York, where he was a staff designer with Commercial Type before founding his own studio in 2013.