

CEO

About CEO

CEO captures the modernist fancy of the characters generated by the last mechanical typewriter from the 1960s, Olympia. This monospaced typeface evokes the visionary ideas and the exploration of new modular forms that were characteristic of the era and both of which were completely detached from the typography printed in books.

CEO's design is inspired by the typeface Senatorial #71, which was available on some Olympia typewriter models. Olympia was developed in Berlin under the direction of European General Electric (AEG). First produced in 1903, Olympia enjoyed increased success in the late forties and was eventually discontinued in 1992.

CEO is based on an almost rectangular module, which brings a certain authoritativeness and systematic quality to the project. Carefully drawn, this geometric typeface developed into an unusually smooth and somewhat "organic" project—especially through its particular angular curves and slightly rounded stems and terminals. An emphasis is placed on punctuation and special characters, which are reminiscent of the alphabet drawn for magnetic-ink character recognition technology.

→ Released in 2005

Designed by François Rappo

François Rappo lives and works in Lausanne, Switzerland. Rappo studied graphic design in the early 1980s at the École cantonale des beaux arts (ECBA) in Lausanne, where he specialized in typography. After years of graphic design practice in both the cultural and the corporate fields, he became active in design education.

Since the mid-1990s, he teaches editorial and type design at the École cantonale d'art de Lausanne (ECAL), where he established the art direction master's degree program in 2009, which became the type design master's degree program in 2016. Additionally, Rappo frequently lectures about his typographic practice in Europe, Russia, and the USA.

From 2001 to 2007, he was the president of the jury for The Most Beautiful Swiss Books competition. He was awarded the prestigious Jan Tschichold Prize in 2013 for his outstanding achievement in editorial design through his influential typeface designs.

CEO Regular
242 pt

CEO

CEO Light/Italic
108 pt

Aa Aa

CEO Regular/Italic
108 pt

Aa Aa

CEO Bold/Italic
108 pt

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CEO Family
8 Styles

CEO Light
CEO Light Italic
CEO Regular
CEO Regular Italic
CEO Bold
CEO Bold Italic
CEO Black
CEO Black Italic

Uppercase	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Lowercase	a b c d e f g h i j k l m n o p q r s t u v w x y z
Standard Punctuation	. : , ; . . . - — _ () [] { } ¡ ! ¿ ? ' ' " " , " " < > « » / \ ¡ • • @
Symbols	¢ % ‰ © ® ™ ° § ¶ * † ‡ #
Standard Ligatures	f i f l
Proportional Lining Figures	0 1 2 3 4 5 6 7 8 9
Mathematical Symbols	+ − ± × ÷ = ≠ < > ¬ ~ ^ μ
Currencies	\$ ¢ £ ¥ € ₣
Fractions	¼ ½ ¾
Ordinals	H ^a ◻
Arrows	↪ ↩
Accented Uppercases	À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ł Ñ Ò Ó Ô Õ Ö Ø Ñ Š Ò Ó Ô Õ Ö Ø Ñ Š
Accented Lowercases	à á â ã ä å æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ø ß š ù ú û ü ý ÿ ž þ


Language Support


Albanian, Catalan, Danish, Dutch,
English, Faroese, Finnish, Flemish,
French, German, Icelandic, Indonesian,
Irish, Italian, Malay, Norwegian,
Portuguese, Scottish Gaelic, Spanish,
Swahili, Swedish, Tagalog.

Optimo Basic Latin
Character Set


Adobe	ISO 8859	Encoded Glyphs
· Adobe Latin-1	· 8859-1 Latin-1 Western European	· Basic Latin
	· 8859-15 Latin-9	· Latin-1 Supplement
Apple Macintosh	Microsoft Windows	
· MacOS Roman (Standard Latin)	· MS Windows 1252 Western (Standard Latin)	
· MacOS Iceland		

OpenType Features


 All Caps [cpsp]

 Case Sensitive Forms [case]


This function formats the text in upper-case and adjusts spacing between all capital letters. It also applies the ‘Case Sensitive Forms’ feature which replaces certain characters with alternates that are better suited for all capital text, especially related to punctuation.

 Contextual Alternates [calt]


This feature adapts the position of a glyph after its surrounding context. For instance, a dash placed between two uppercase letters or numbers will be replaced by an uppercase version of the dash, slightly higher. This feature is usually active by default in Adobe applications.

 Standard Ligatures [liga]

Standard ligatures replaces a sequence of characters with a single ligature glyph, they are designed to improve kerning and readability of certain letter pairs.

 Fractions [frac]

All Optimo fonts have at least three basic pre-built fractions (1/2, 1/4, 3/4).

 Ordinals [ordn]

This feature replaces any letter following a numeral with its matching superior letters. Spanish, Portuguese and Italian language uses the feminine and masculine ordinal indicators such as ‘a’ for for 1º, 1ª. Ordinals are designed to match the weight of the typeface.

OFF	ON
All Capital	All Capital
«Optimo» [X]=(4-7x8)	«OPTIMO» [X]=(4-7x8)
H@ ; () [] { } < > « » H---°+-x÷-≠¬	h@ ; () [] { } < > « » H---°+-x÷-≠¬
5x5 A-B-C-D 1-2 -> <-	5x5 A-B-C-D 1-2 ↩ ↪
f i f l	f i f l
1/2 1/4 3/4 0/0 0/00	½ ¼ ¾ % ‰
2 ^a 2 ^o	2 ^a 2 ^o

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