

## Primary Typeface

# Crimson Text

Use Crimson Text font in all print communications and web designs as the primary typeface. Use for mastheads or headlines of a page or layout.

### Roman

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789

### *Italic*

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789*

### **Bold**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789**

### ***Bold Italic***

***abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789***

## Secondary Typeface

# Century Gothic

Use Century Gothic font in all print communications and web designs as the secondary typeface, primarily for body copy. Arial font may also be used for web.

### Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789

### *Italic*

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789*

### **Bold**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789**

### ***Bold Italic***

***abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789***