Matrix II is the foundational font used in the University Wordmark. Use of this font should be reserved for Signature Logo development and display purposes only.

For all other communications, the fonts were selected for their ability to complement the University Wordmark. The preferred fonts are Frutiger (sans serif) and Goudy (serif). If these fonts are not available to you, the fonts of Arial and Helvetica are acceptable sans serif fonts, and Garamond and Palatino are acceptable serif fonts.

A consistently applied typographic system supports the University Signature Logo System, imparting a cohesive and welcoming tone to communications.

**Wordmark Font:**

- **Matrix II**
  - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
  - Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
  - 0 1 2 3 4 5 6 7 8 9

**Preferred Sans Serif**

- **Frutiger**
  - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
  - Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
  - 0 1 2 3 4 5 6 7 8 9

**Preferred Serif**

- **Goudy**
  - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
  - Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
  - 0 1 2 3 4 5 6 7 8 9

**Other Recommended Sans Serif**

- **Arial**
  - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
  - Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
  - 0 1 2 3 4 5 6 7 8 9

- **Helvetica**
  - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
  - Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
  - 0 1 2 3 4 5 6 7 8 9

**Other Recommended Serif**

- **Garamond**
  - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
  - Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
  - 0 1 2 3 4 5 6 7 8 9

- **Palatino**
  - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
  - Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
  - 0 1 2 3 4 5 6 7 8 9
Below are samples of common uses of our Typography. The samples illustrate a wide range of uses and sizes and are not intended to be a complete list.

The use of the italic serif and regular or bold sans serif fonts, is a common element for brand graphics. It is an easy way to incorporate a brand visual into your communications. However, its use is not mandatory. A good rule of thumb is to italicize the smaller/shorter words, and bold the more important words that are significant to your statement. Using a small number of italicized words can make those particular words feel more prominent.

Headline Options — limited usage

**a Flexible personalized Program**

Frutiger Bold

Goudy Old Style Italic

Frutiger Light

Sustainability of the Earth

Goudy Old Style Italic

Large Body Copy

Henisit voluptat, voloreetue faccumsan ullaore tat nulla faci ex eumsan endreraestin heniam, corem quis am alit, si bla feugait adit ipsusci blan hendreet, ver iure feugiamet er ametuero odoloretuer

Subhead & Small Body Copy

College of Environment launched

Smnodolor sensi tat. Ommodolor ipsissa min hendre tet, commy nosto dolorercilla faci tincidiat at. Em velit in eummodolare dit praescie do odip et lobor secte tat autetum ip exercilit dolore Or irritureetum zriure magna corpori liquissed euguer autpat, velessenibh ea acummo loneet

Frutiger Light

Goudy Old Style