

Brand Expression: Visual Guidelines

Typography

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

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.

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

For general print/web communications:

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



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Typography: Sample Usage

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

Sustainability of the **Earth** Goudy Old Style Italic

Sustainability of the **Earth** Frutiger Light

Sustainability of the **Earth** Goudy Old Style Italic

Large Body Copy

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

Subhead & Small Body Copy

College of Environment launched Frutiger Light

Smodolor senisi tat. Ommodolor ipissed min hendre tet, commy nosto dolorercilla faci tincidunt at. Em velit in eummodolore dit praestie do odip et lobor secte tat autetum ip exercilit dolore Or iriureetum zzriure magna corperi liquissed euguer autpat, velessenibh ea accummo loreet Goudy Old Style