

TYPOGRAPHY

Brand Fonts

Antonio is our brand font for headlines; its all-uppercase style is suitable for bold headlines and large-scale messaging. Antonio is available for download at fonts.google.com.

Palanquin is our brand font for body copy; its design is optimized for legibility. Palanquin is available for download at fonts.google.com.

Alternate Brand Font

In languages where Antonio and Palanquin are not available, use Noto as an alternative font. Noto is also available for download at fonts.google.com.

Default Font

When the primary and alternative brand fonts are not available, Arial may be used as a default system font. Arial is available on most operating systems and supported by all major web browsers.

Special Use Font

For events and collateral where a more sophisticated style is required (e.g., a fundraising gala), use Monte Carlo Script. Monte Carlo Script is also available for download at fonts.google.com.

Brand fonts

ANTONIO THIN
ANTONIO LIGHT
ANTONIO REGULAR
ANTONIO SEMIBOLD
ANTONIO BOLD

*Antonio should **only** appear in all caps when being used as a headline or in copy.

Default fonts

Arial Regular
Arial *Italic*
Arial **Bold**
Arial **Bold Italic**

Palanquin Thin
Palanquin ExtraLight
Palanquin Light
Palanquin Regular
Palanquin Medium
Palanquin SemiBold
Palanquin **Bold**
Palanquin Dark Regular
Palanquin Dark Medium
Palanquin Dark SemiBold
Palanquin Dark **Bold**

International brand font

Noto Serif Hebrew
שזרכהב ועבקנש

Noto Serif Korean
인권에

Noto Sans Devanagari
चूंकभानव अधक़ारौ

Noto Serif
Traditional Chinese
人皆生而自由

Noto Serif
Vietnamese
Việc thừa nhận nhân

Special use font

Monte Carlo Script Regular

TYPOGRAPHY SCALE

This page covers how to properly size different pieces of type to ensure clear hierarchy in layouts. Type size follows a simple formula: each type size is incrementally smaller than the preceding type size. This will prevent too many type sizes that are too close in size from being used on the same page.

Primary Headlines

Antonio typeface is the primary headline font, but Palanquin Bold can also be used if there is a long headline where readability is an issue. The size of an Antonio headline represents 100% point size.

Secondary Headline

The secondary headline scales at 50%.

Tertiary and Body Copy

Tertiary Copy should be in Palanquin SemiBold and Body Copy should be in Palanquin Regular.

Note: There should be no more than 3 type sizes in an application. If an application requires more complexity, more sizes can be used and minor adjustments to the percentages can be made.

THIS IS A HEADLINE.

Primary Headline 1: Antonio Bold (ALL CAPS) | 100% pt size | Example: 50pt

This is an alternate headline.

Primary Headline 2: Palanquin Bold | 75% pt size | Example: 37.5pt

This is a secondary headline.

Secondary Headline: Palanquin Bold | 50% pt size | Example: 25pt

This is tertiary copy.

Tertiary Copy: Palanquin SemiBold | 33% pt size | Example: 16.5pt

This is body copy.

Body Copy: Palanquin Thin-Regular | 20% pt size | Example: 10 pt

TYPOGRAPHY DON'TS

Our typography is one of the main building blocks of our brand. It should be used consistently throughout all collateral.

Here are some rules to follow when setting your type:

- 1. Don't use Antonio in title case, sentence case, or lowercase. Antonio should only appear in all caps when being used for copy or headlines
- 2. Don't use masking within letterforms
- 3. Don't angle text - text should always be horizontal
- 4. Don't use drop shadows (except in video)
- 5. Don't arch text
- 6. Don't wave text
- 7. Don't use transparency
- 8. Don't use gradients
- 9. Don't use vertical text unless there is a strong technical need

1. Antonio should only appear in all caps when being used for copy or headlines

✗ **United Way**
✓ **UNITED WAY**

4. Don't use drop shadows

TO ACTION

7. Don't use transparency



2. Don't use masking within letterforms

MESILIZES

5. Don't arch text

SO ALL

8. Don't use gradients

RESPONSIVE

3. Don't angle text

COMMUNITIES

6. Don't wave text

CAN THRIVE

9. Don't use vertical text unless there is a strong technical need

SCALABLE