

Typography

- 3.1 Primary Typeface
- 3.2 Secondary Typeface
- 3.3 Primary Typeface for Word Processing

Bembo with Expert Numbers

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Bembo Italic with Expert Numbers

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Bembo Bold with Expert Numbers

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Bembo Bold Italic with Expert Numbers

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Bembo Extra Bold with Expert Numbers

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Bembo Extra Bold Italic with Expert Numbers

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Bembo Semibold with Expert Numbers

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Bembo Semibold Italic with Expert Numbers

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

The typeface in the University of North Carolina at Chapel Hill signature is Bembo.

No substitutions are permitted.

Typefaces are licensed. Bembo, Franklin Gothic and Garamond fonts are available for both IBM and Macintosh platforms and are widely available for purchase.

Two sources are Adobe (888.724.4508 or www.adobe.com) and Agfa Monotype (800.424.8973 or www.fonts.com) licensing.

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Demi Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Franklin Gothic was chosen as a secondary typeface to complement the primary typeface and for enhanced readability on materials such as news releases and faxes (see pages 4.8 and 4.9).

Garamond Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Garamond Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Garamond Book

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Garamond Book Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Garamond Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Garamond Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Garamond Ultra Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Garamond was chosen as a suggested typeface for word processing **body text** on **internal documents and letters** (see pages 4.7 and 4.8).