Typography

3.1 Primary Typeface
3.2 Secondary Typeface
3.3 Primary Typeface for Word Processing
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 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).