

# UNIVERSITY TYPEFACES

## PRIMARY TYPEFACE

The University Identity has adopted a family of typefaces to be used in publications. They were chosen for readability in both headlines and body copy, and offer a wide range of styles to give the greatest possible creative freedom while maintaining a recognizable, consistent look. These fonts are available from the Office of Marketing and Publications at 313-577-8155.

THE PRIMARY TYPEFACE FAMILY TO BE USED IN UNIVERSITY PUBLICATIONS IS STONE SANS. It is a highly readable, elegant and friendly type family with a wide array of styles. It is the preferred typeface for use in University headlines, titles, and major type elements. It can also be used for body copy, as it is in this book.

Typography is an art of detail. Please strive to use these typefaces in a pleasing, balanced manner when designing University publications.

The Office of Marketing and Publications will be happy to assist you in creating the most professional and effective publication possible.

STONE SANS.  
Preferred uses: Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

STONE SANS ITALIC.  
Preferred uses: Emphasis in body copy.

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

STONE SANS SEMIBOLD.  
Preferred uses: Headlines, subheads, captions (especially when using Stone Serif as the primary typeface), pullquotes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 12345678

STONE SANS SEMIBOLD ITALIC.  
Preferred uses: Headlines, subheads, captions (especially when using Stone Serif as the primary typeface), pullquotes.

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 12345678*

STONE SANS BOLD.  
Preferred uses: Heavy emphasis.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234

STONE SANS BOLD ITALIC.  
Preferred uses: Heavy emphasis.

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234*

Stone Sans is preferable for use when printing type in color, on a color, or reversed out of a color, as sans-serif types are much easier to read in these situations.

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# UNIVERSITY TYPEFACES

## SECONDARY TYPEFACES

- THE SECONDARY TYPEFACE FAMILY TO BE USED IN UNIVERSITY PUBLICATIONS IS STONE SERIF. Like Stone Sans, it comes in a wide array of styles and can be used in body copy, captions (as in this book), and is sometimes appropriate for headlines where a more formal look is desired.
- A THIRD TYPEFACE, OFFICINA SANS, has been chosen for its high readability and excellent type-to-space ratio for use in University publications where space and order are of importance, such as class listings and directories. It is not intended for use in headlines, captions, body copy, etc.

STONE SERIF.  
Preferred uses: Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

STONE SERIF ITALIC.  
Preferred uses: Emphasis in  
body copy, captions (especially  
when using Stone Sans as the  
primary typeface).

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

STONE SERIF SEMIBOLD.  
Preferred uses: Headlines, sub-  
heads, captions (especially when  
using Stone Sans as the primary  
typeface), pullquotes.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 123456**

STONE SERIF  
SEMIBOLD ITALIC.  
Preferred uses: Subheads, captions  
(especially when using Stone Sans  
as the primary typeface).

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 123456***

STONE SERIF BOLD.  
Preferred uses: Heavy emphasis.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234**

STONE SERIF BOLD ITALIC.  
Preferred uses: Heavy emphasis.

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234***

OFFICINA SANS.  
Preferred uses: Type-heavy lists,  
directories, etc. Not intended for  
use in general publications.

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

OFFICINA SANS BOLD.  
Preferred uses: Heads and  
subheads for type-heavy lists,  
directories, etc. Not intended for  
use in general publications.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 123456**