UNIVERSITY FONTS

The university hierarchy of typography compliments the logo and provides designers with flexibility to design a variety of marketing and communication tools to engage the reader. Consistent use of the typography in marketing and communications further aligns university units and strengthens the university brand.

Headlines use Pluto Sans Standard Heavy font in all capitalization. This eye-catching font helps lift the brief, bold headlines off the page—whether in magazines, on the web, in billboards, etc.

**PLUTO SANS HEAVY**

`abcdefghijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`1234567890@#$%&(.,;:!?)`

Body copy use Sofia Pro Regular in case specific format, across all communications mediums.

**Sofia Pro**

`abcdefghijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`1234567890@#$%&(.,;:!?)`

Alternative body copy font. When Georgia is used as a headline font, do not use it as accompanying body copy. Georgia is also used for Stationery, including business cards and letterhead, email and unit-level logos.

**Georgia**

`abcdefghijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`1234567890@#$%&(.,;:!?)`

Alternative body copy font.

**Palatino**

`abcdefghijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`1234567890@#$%&(.,;:!?)`