|| PRIMARY FONT COLLECTION | | MAGAZINE FONT | COLLEGIATE FONTS | SCRIPT FONTS |

PRIMARY FONT COLLECTION

SWEET SANS PRO

- When in doubt, **Sweet Sans Pro** is the font to choose! **Sweet Sans Pro is the main font for Auburn's Brand.**

- When body copy does not fit in the allotted space, substitute **Sweet Sans Pro** with *Davis Sans.*

UTOPIA

- **Utopia** will be the font for accents, highlights, captions, call-outs and quotes in conjunction with **Sweet Sans Pro.**

MAGAZINE FONT

KAZIMIR TEXT

- **Kazimir Text** is meant for **body copy of magazines.**

- When designing magazines, pair **Sweet Sans Pro** with *Kazimir Text or Utopia.*

COLLEGIATE FONTS

DAVIS

- If something requires a more collegiate feel or style, replace **Sweet Sans Pro** with **Davis.**

DAVIS SANS

- **Davis Sans** may substitute *Sweet Sans Pro* body copy when the allotted space is too constricted.

SCRIPT FONTS

RELATION & RELATION TWO

- For informal script purposes.

SWEET FANCY SCRIPT

- For formal script purposes.

NOTE: All of these fonts can be activated in Adobe CC software by visiting fonts.adobe.com

Click to view detailed typography usage guides in the Brand Center: Fonts and Typography Usage Guide

SWEET SANS PRO SUBSTITUTE

Below are the **substitute fonts** to use for programs that don't allow Adobe Cloud fonts (like Sweet Sans Pro). These are based on a readily available default system font for Microsoft Outlook and a Microsoft Cloud font for Microsoft Apps (PowerPoint, Word and Excel) that activates upon opening the program. These substitute fonts were selected for their similarities to Sweet Sans Pro, compared to other available default system or Microsoft Cloud fonts.

OUTLOOK

ARIAL

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

Regular - For body copy.
Bold - For subheads.
Black - For headers.

MICROSOFT APPS:
Powerpoint, Word and Excel

AVENIR NEXT LT PRO

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

Light - For detailed information.
Regular - For body copy.
Demi - For subheads and headers.

Please note: For body copy of formal letters, Book Antiqua can be used instead of Avenir Next LT Pro if a more formal look is desired.