

FONT FAMILIES

Listed below are the *font weights* you will most likely work with during your design process. **Sweet Sans Pro** is our *Primary Font* and should be supported with **Utopia Std**. View *Fonts Overview* and the *Font Collection Charts* for more information on proper usage.

SWEET SANS PRO

REGULAR	<i>ITALIC</i>
MEDIUM	<i>MEDIUM ITALIC</i>
BOLD	<i>BOLD ITALIC</i>

Utopia Std

Display	<i>Display Italic</i>
Subhead	<i>Subhead Italic</i>
Regular	<i>Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>

Kazimir Text

Book	<i>Book Italic</i>
Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>

DAVIS

Regular
Bold
Italic

DAVIS SANS

Regular
Bold
Italic

Relation

Regular
Bold

Relation Two

Regular
Bold

Sweet Fancy Script

Light
Regular

FONT OVERVIEW

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 the Auburn 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**. *View the **Magazine Font Collection Chart** to see more guidance on use of the font **Utopia**.*

NEWSPAPER 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

PRIMARY FONT COLLECTION

Sweet Sans Pro is the primary font for the Auburn brand. To support **Sweet Sans Pro**, **Utopia** can be used for specific circumstances. See chart below for proper use.

	FONT	ELEMENT	WEIGHT	CASE	NOTES
SAN SERIF	SWEET SANS PRO	HEADER	BOLD, MEDIUM OR REGULAR	UPPER	<ul style="list-style-type: none"> Sweet Sans Pro is the main font for the Auburn Brand. *When body copy does not fit in the allotted space, substitute Sweet Sans Pro with Davis Sans.
		SUB HEAD	MEDIUM OR REGULAR	UPPER OR SENTENCE	
		BODY COPY*	REGULAR	SENTENCE	
		ACCENTS/HIGHLIGHTS/CAPTIONS	REGULAR OR ITALIC	UPPER	
		NUMBERS	BOLD	NA	
		URLS	BOLD OR MEDIUM	LOWERCASE	
CALLOUTS/QUOTES	BOLD, MEDIUM OR REGULAR	UPPER			
SERIF	UTOPIA	HEADER	NONE	NONE	<ul style="list-style-type: none"> Utopia will be the font for accents, highlights, captions, call-outs and quotes.
		SUB HEAD	NONE	NONE	
		BODY COPY	NONE	NONE	
		ACCENTS/HIGHLIGHTS/CAPTIONS	ITALIC OR SEMIBOLD ITALIC	SENTENCE	
		NUMBERS	NONE	NONE	
		URLS	NONE	NONE	
CALLOUTS/QUOTES	ITALIC OR SEMIBOLD ITALIC	SENTENCE			

SCRIPT FONT COLLECTION

The script font for informal usage is Relation & Relation Two. The script font for formal usage is Sweet Fancy Script.

	FONT	ELEMENT	WEIGHT	CASE	NOTES
SCRIPT	RELATION & RELATION TWO (informal)	HEADER/TITLES	REGULAR OR BOLD	SENTENCE	<ul style="list-style-type: none"> When a script is necessary, select Relation. If you find a capital letter looks out of place, replace that letter with a capital letter from Relation Two.
		SUB-HEAD	NONE	NONE	
		BODY COPY	NONE	NONE	
		NAMES	REGULAR OR BOLD	SENTENCE	
		NUMBERS	NONE	NONE	
		URLS	NONE	NONE	
		CALLOUTS/QUOTES	REGULAR OR BOLD	SENTENCE	
SCRIPT	SWEET FANCY SCRIPT (formal)	HEADER/TITLES	REGULAR OR BOLD	SENTENCE	<ul style="list-style-type: none"> Sweet Fancy Script is only for very formal items, like invitations, graduation materials or certificates.
		SUB-HEAD	NONE	NONE	
		BODY COPY	NONE	NONE	
		NAMES	REGULAR OR BOLD	SENTENCE	
		NUMBERS	NONE	NONE	
		URLS	NONE	NONE	
		CALLOUTS/QUOTES	REGULAR OR BOLD	SENTENCE	

MAGAZINE FONT COLLECTION

When designing magazines, **Sweet Sans Pro** can be paired with *Kazimir Text* or *Utopia*.

	FONT	ELEMENT	WEIGHT	CASE	NOTES
SAN SERIF	SWEET SANS PRO	HEADER	BOLD, MEDIUM OR REGULAR	UPPER	<ul style="list-style-type: none"> Sweet Sans Pro can be paired with Kazimir Text or Utopia for magazine documents. *Kazimir Text is our only body copy font for magazine documents. Don't use Sweet Sans Pro as the body copy for magazines.
		SUB HEAD	MEDIUM OR REGULAR	UPPER OR SENTENCE	
		BODY COPY (REFER TO THE NOTES SECTION)	NONE	NONE	
		ACCENTS/HIGHLIGHTS/CAPTIONS	REGULAR OR ITALIC	UPPER	
		NUMBERS	BOLD	NA	
		URLS	BOLD OR MEDIUM	LOWERCASE	
		CALLOUTS/QUOTES	BOLD, MED OR REG	UPPER	
SERIF	UTOPIA	HEADER	SUBHEAD	SENTENCE	<ul style="list-style-type: none"> Choose Utopia or Kazimir Text to pair with Sweet Sans Pro for magazine documents. Avoid all caps for this font. *Kazimir Text is our only body copy font for magazine documents. Don't use Utopia as the body copy for magazines.
		SUB HEAD	DISPLAY	SENTENCE	
		BODY COPY (REFER TO THE NOTES SECTION)	NONE	NONE	
		ACCENTS/HIGHLIGHTS/CAPTIONS	DISPLAY OR ITALIC	LOWER OR SENTENCE	
		NUMBERS	SEMIBOLD OR CAPTION	NA	
		URLS	REGULAR OR ITALIC	LOWERCASE	
		CALLOUTS/QUOTES	DISPLAY OR ITALIC	LOWER OR SENTENCE	
SERIF	KAZIMIR TEXT	HEADER	REGULAR, MED OR SEMIBOLD	SENTENCE	<ul style="list-style-type: none"> Choose Kazimir Text or Utopia to pair with Sweet Sans Pro for magazine documents. Avoid all caps for this font. *Kazimir Text is our only body copy font for magazine documents.
		SUB HEAD	REGULAR OR BOOK	SENTENCE	
		BODY COPY*	REGULAR	SENTENCE	
		ACCENTS/HIGHLIGHTS/CAPTIONS	ITALIC OR SEMIBOLD ITALIC	LOWER OR SENTENCE	
		NUMBERS	MED, SEMIBOLD OR BOLD	NA	
		URLS	MED OR MED ITALIC	LOWERCASE	
		CALLOUTS/QUOTES	ITALIC OR SEMIBOLD ITALIC	LOWER OR SENTENCE	

COLLEGIATE FONT COLLECTION

For materials geared specifically to *current or prospective students*. Start with **Sweet Sans Pro**, but substitute **Sweet Sans Pro** with **Davis** when needed to create a more collegiate feel or style.

	FONT	ELEMENT	WEIGHT	CASE	NOTES
SAN SERIF	SWEET SANS PRO	HEADER	BOLD, MED OR REG	UPPER	<ul style="list-style-type: none"> Try starting your design with Sweet Sans Pro because it is the main font for the Auburn brand and works well across a variety of uses. If a piece requires a more collegiate feel or style, replace Sweet Sans Pro with Davis. <p>*When body copy does not fit in the allotted space, substitute Sweet Sans Pro with Davis Sans.</p>
		SUB HEAD	MEDIUM OR REGULAR	UPPER OR SENTENCE	
		BODY COPY*	REGULAR	SENTENCE	
		ACCENTS/HIGHLIGHTS/CAPTIONS	REG OR ITALIC	UPPER	
		NUMBERS	BOLD	NA	
		URLS	BOLD OR MEDIUM	LOWERCASE	
		CALLOUTS/QUOTES	BOLD, MED OR REG	UPPER	
SERIF	DAVIS	HEADER	REG, OR BOLD	SENTENCE OR UPPER	<ul style="list-style-type: none"> Try starting your design with Sweet Sans Pro because it is the main font for the Auburn brand and works well across a variety of uses. If a piece requires a more collegiate feel or style, replace Sweet Sans Pro with Davis.
		SUB HEAD	NONE	NONE	
		BODY COPY	NONE	NONE	
		ACCENTS/HIGHLIGHTS/CAPTIONS	REG OR ITALIC	SENTENCE OR UPPER	
		NUMBERS	BOLD	NA	
		URLS	NONE	NONE	
		CALLOUTS/QUOTES	REG, OR BOLD	SENTENCE OR UPPER	
SAN SERIF	DAVIS SANS	HEADER	NONE	NONE	<p>* When Sweet Sans Pro body copy does not fit in the allotted space, substitute with Davis Sans.</p>
		SUB HEAD	NONE	NONE	
		BODY COPY*	REGULAR	SENTENCE	
		ACCENTS/HIGHLIGHTS/CAPTIONS	NONE	NONE	
		NUMBERS	NONE	NONE	
		URLS	NONE	NONE	
		CALLOUTS/QUOTES	NONE	NONE	

SWEET SANS PRO

Sweet Sans Pro is the first font to select when designing. This is our primary sans serif font for the Auburn brand. All other fonts support **Sweet Sans Pro** (or provide a substitution in specific cases).

REGULAR

ITALIC

MEDIUM

MEDIUM ITALIC

BOLD

BOLD ITALIC

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

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

IMPORTANT NOTE

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

Utopia Std

Utopia Std is our primary serif font that is used only for accents, highlights, captions and quotes that complement, not distract from, **Sweet Sans Pro**.

Display

Display Italic

Subhead

Subhead Italic

Regular

Italic

Semibold

Semibold Italic

Bold

Italic

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

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

IMPORTANT NOTE

See the **Magazine Font Collection Chart** for how **Utopia Std** may be implemented in magazines.

Kazimir Text

Kazimir Text is the font to use for body copy in magazines.

Book
Regular
Medium
Semibold
Bold

Book Italic
Italic
Medium Italic
Semibold Italic
Bold Italic

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

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

IMPORTANT NOTE

See the *Magazine Font Collection Chart* for how **Kazimir Text** may be implemented in magazines.

Davis

Always select **Sweet Sans Pro** first. **Davis** may replace **Sweet Sans Pro** only when something requires a collegiate feel for prospective or current students. Davis is our collegiate font.

Regular

Bold

Italic

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

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

IMPORTANT NOTE

See the **Collegiate Font Collection Chart** for detailed information on how **Davis** should be applied to materials for prospective students.

Davis Sans

Davis Sans is only a substitute for *Sweet Sans Pro* body copy when the allotted space is too constricted. Otherwise select *Sweet Sans Pro*.

Regular
Bold
Italic

See the *Collegiate Font Collection Chart* for detailed information on how **Davis Sans** should only be used to replace *Sweet Sans Pro* body copy.

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

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

IMPORTANT NOTE

Relation and Relation Two

Relation is the informal script font. When your message needs “the human touch” or a “handwritten look,” select this font.

However, use sparingly. Relation is meant for use as a header, subhead, a key phrase or accent, **not as body copy**.

Regular

Regular

Bold

Bold

If you find a capital letter looks out of place, replace that letter with a capital letter from **Relation Two**.

IMPORTANT NOTE

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

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

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

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Sweet Fancy Script

This is the formal script font and is meant for invitations, graduation materials or certificates.

Light
Regular

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

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

IMPORTANT NOTE

Sweet Fancy Script is only for formal items. See the **Script Font Collection Chart** for more information.

SWEET SANS PRO SUBSTITUTE FOR MICROSOFT APPS

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.