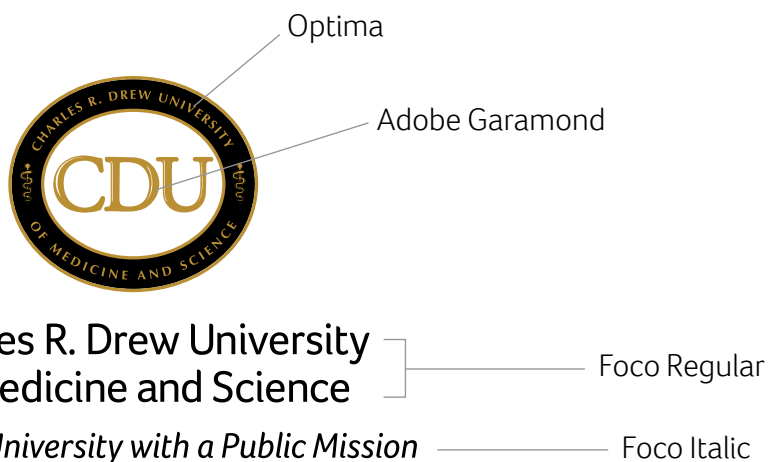


Typography

CDU has sets of fonts for all applications: logo, print, web/digital and outdoor/OOH. They've been selected specifically to enhance our brand and visual identity, and to make it more distinctive. They include:

- Optima and Adobe Garamond, which are used only with the logo in all applications.
- Foco Regular and Foco Italic, which are used for the University name and tagline in all applications.
- The Foco family is also used, in all applications, for subheads, body copy and captions, according to the summary on p. 20.
- Delicato Pro and the Delicato Pro family, which are used, in all applications, for headlines and subheads larger than 14 pts., according to the summary on p. 20.
- Nautica Regular and Nautica Medium, which are used, in all applications, when a script style font is indicated—as in special occasion invitations. See the summary on p. 20.



Typography

Typography Summary for All Applications (print, web/digital and outdoor/OOH)

Logo	Optima and Adobe Garamond
University name	Foco Regular
University tagline	Foco Italic
Headlines	Delicato Pro
Subheads larger than 14 pts.	Delicato Pro Italic
Subheads smaller than 14 pts.	Foco Regular Italic
Body copy	Foco Light
Captions	Foco Light Italic
Script style font	Nautica Regular and Medium

This is a Sample Headline — Delicato Pro Regular

This is a Supporting Subheadline — Delicato Pro Italic

This is sample body copy. Apicatusa non cullab imus derum modi des ut a diciatur remporum istiis ium quia quamend eliquiam este sin aut asitiste ommoluptus ad quodictor atur, susconsent oribea dolupta. — Foco Light



This is sample caption picatusa non cullab imus derum id modi des ut a diciatur remporum. — Foco Light Italic

You're Invited — Nautica Regular and Medium