

TYPOGRAPHIC SYSTEM

TRAJAN PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

USED FOR TITLES, HEADLINES, SUB-HEADS, OR
OTHER HIGHLIGHTED ELEMENTS

GEORGIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

USED FOR BODY COPY

FUTURA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

USED IN A VARIETY OF WAYS
FROM TITLES TO BODY COPY

TYPOGRAPHY

These fonts were chosen because they embody Flagler College's image of focus and simplicity. Flagler College communicates with people and institutions that seek clear, integrated services. Not only do the words we use reflect Flagler College's message, but so does their appearance. The typography is clear and readable, focusing attention on the content.

The Adobe typeface Trajan Pro Bold is - like the towers - sophisticated and timeless. And its letter forms have a visual quality which complements the shape of the Flagler logo. This typeface should be used for titles, headlines, sub-heads, or other highlighted elements but should not be used for body copy.

The Adobe typeface Georgia is an easily read serif typeface. Its letter forms have a visual quality which allow for easy and efficient readability. This typeface should be used for body copy.

The Adobe typeface Futura Medium is a classic sans serif typeface that can be used in a variety of ways - from titles to body copy. It offers an alternative look to the other serif typefaces in the typographic system for the College. This Policy and the typography within it serves as a guideline of how this typographic system should be applied to written materials and communications.