

TOOLKIT

# TYPOGRAPHY

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Our brand typography reflects our sophisticated yet effortless tone. The combination of the following traditional and humanist serif fonts achieve this goal.

DISPLAY COPY / PRIMARY

Our primary display fonts are Garda Nova 2 (Medium and Regular). These are used for headers.

How to use:

Type is set in all caps only, with the tracking at 45. Garda Nova 2 Regular is used for messaging lines and information that is most important, while Garda Nova 2 Medium is used for emphasis.

DISPLAY COPY / PRIMARY

GARDA NOVA 2 — MEDIUM (ALL CAPS, TRACKING SET TO 45)

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

GARDA NOVA 2 — REGULAR (ALL CAPS, TRACKING SET TO 45)

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

DISPLAY COPY / SECONDARY

Our secondary display fonts are TT Norms Pro Exp (Medium and Regular). TT Norms Medium is the preferred style.

How to use:

TT Norms Medium is to be used with the tracking at 150. When using the Regular weight font as a display font (e.g. for subheads or emphasized copy), the type is to be used with the tracking at 70.

In both instances, TT Norms is only to be used in all caps.

DISPLAY COPY / SECONDARY

TT NORMS PRO EXP — MEDIUM (ALL CAPS, TRACKING SET TO 150)

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

TT NORMS PRO EXP — REGULAR (ALL CAPS, TRACKING SET TO 70)

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

BODY COPY

For body copy styles, use Recife Text (Medium and Body). Recife Text Body is for larger area of copy, smaller information, and text requiring high legibility. Recife Text Medium is used for small amounts of additional copy that requires emphasis or special calling out (e.g. business card names or positions).

How to use:

In both small and large areas of text, Recife Text Medium and Body are to be used in sentence case with the tracking set to 5. When space allows, increase leading for better legibility.

BODY COPY

RECIFE TEXT — MEDIUM (SENTENCE CASE, TRACKING SET TO 5)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

RECIFE TEXT — BOOK (SENTENCE CASE, TRACKING SET TO 5)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY IN USE

The following are some examples of how to properly pair our typography.

When in doubt, refer to brand expression items (business card, menu pages, etc).

NON  
SO  
CHE  
EVERY  
DAY

88 BROAD STREET  
CHARLESTON, S.C.

GARDA NOVA 2 ... REGULAR  
TT NORMS PRO EXP ... MEDIUM

DOLCE

TIRAMISU 12  
PANNA COTTA 9,5  
TORTA GIANDUIA 10  
PROFITEROLES 8  
GELATO DA TAVOLA 6,5  
FORMAGGIO 12,5  
AFFAGATO 9  
ESPRESSO 4,5

TT NORMS PRO EXP ... MEDIUM  
GARDA NOVA 2 ... MEDIUM  
RECIFE TEXT ... BOOK

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TT NORMS PRO EXP ... REGULAR  
RECIFE TEXT ... BOOK