

Brand Fonts

Fonts (Print Projects)

Use these fonts in printed pieces, such as brochures, tip sheets, postcards, and posters.

Avenir

Use Avenir as the primary font in brochures, flyers, and other marketing pieces.

This font is included as part of Microsoft Office and Adobe software.

If Avenir is unavailable, Arial may be substituted.

Georgia

For print projects, Georgia is best used for text in books and other long documents and for pull quotes and headlines.

This font is included as part of Microsoft Office and Adobe software.

If Georgia is unavailable, Times may be substituted.

Museo Slab

Use Museo for headlines and pull quotes. Don't use it for body copy or large blocks of text.

Museo Slab is included in Adobe Typekit. You can also purchase the font online at fonts.com.

If Museo Slab isn't available, use Avenir.

Fonts (Digital Projects)

Use these fonts on your website, in emails, and in enewsletters. To use Google fonts on your website, [follow these instructions](#). If Google fonts aren't available, use the alternate fonts listed. Don't use font effects, such as drop shadow, blur, or animation.

Lato

Use this as the main font. If Google fonts are not available, use Arial as a substitute.

Georgia

For digital projects, Georgia is best used for headlines and pull quotes.

Arvo

Use Arvo for headlines and pull quotes. Don't use it for body copy or large blocks of text.

If Google fonts are not supported, use Georgia as a substitute.