

# 13: TWU Typography



**FRIZ QUADRATA**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

---

**TRAJAN**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## TWU Typeface

**LOGO TYPEFACE**

FRIZ QUADRATA in all caps

Friz Quadrata is TWU's official logo typeface. It can be seen also in the crest. It is used in the TWU logo and its variations.

**TITLE TYPEFACE**

TRAJAN PRO in all caps

Trajan Pro is TWU's official title typeface. It works primarily as a display typeface for high profile communications and for the President's Office.

## UNIVERS

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Light Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## TWU Typefaces

SANS SERIF: UNIVERS

Univers works as both a display and text typeface. It is a versatile font ideal for the wide range of TWU communication projects.

**ADOBE GARAMOND PRO**

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Bold Italics

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

Roman Oldstyle

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1 2 3 4 5 6 7 8 9 0

Italic Alternates

*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*

## TWU Typefaces *Continued*

SERIF: ADOBE GARAMOND PRO

Adobe Garamond Pro works as both a display and text typeface. It is a versatile font ideal for the wide range of TWU communication projects.

**GEORGIA**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

*TWU Typeface: word processing  
and internal use*

SERIF: GEORGIA

SANS SERIF: ARIAL (Helvetica for Mac)

Arial (or Helvetica for Mac platforms) and Georgia are used in daily applications where Universe and Garamond are not available (web, Word, Powerpoint, etc.). They are default fonts available on word processing programs.

## ARIAL

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

## TWU Typefaces: *web*

SERIF: GEORGIA

SANS SERIF: ARIAL (Helvetica for Mac)

Arial (or Helvetica for Mac platforms) and Georgia (p. 79) are used in TWU web applications. Arial and Georgia are fonts designed to be viewed on a computer monitor. They are default fonts available on all PC word processing programs\*.

*\* Please refer to the Web Style Guide for further information and instruction on publishing content. The web style guide is available for viewing at [www.twu.ca/ucomm](http://www.twu.ca/ucomm)*