Typography

15 Primary Typeface
16 Alternate Typeface
Primary Typeface

The following type families are selected for use throughout Lehman College. Use of these typefaces will help develop a consistent branding and look to diverse Lehman College publications and promotions.

For additional information on type, contact the Media Relations Office. To purchase typefaces or type families used by Lehman College, contact Information Technology Resources.

**Giovanni Font Family**

This font was chosen as the primary font for administrative usage. It should be used whenever there is a close proximity of copy and Lehman signature or logo type, i.e., in address blocks on the stationery system and in departmental names when the names are part of the signature.

Giovanni Book is a versatile, elegant, classic font, good for long lines of copy as well as for large single words, banner headlines, taglines, and mastheads.

We do not recommend using the bolder range of this typeface except in running text for the word or phrase emphasis.

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**Giovanni Book**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz13560
```

**Giovanni Book Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

**Giovanni Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

**Giovanni Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```
Akzidenz Grotesk Font Family

This typeface was chosen as a secondary font for College-wide applications when the sans-serif font qualities are demanded. In general, sans-serif fonts are best suited for headlines, subheads, and short lines of copy. They are a quickly read, simple form that imbues communications with a modern look. These qualities make Akzidenz Grotesk a very good choice for marketing materials and advertising.

Akzidenz Grotesk comprises a very broad range of variations, only some of which are shown below.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akzidenz Grotesk Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
</tr>
<tr>
<td>Akzidenz Grotesk Light Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
</tr>
<tr>
<td>Akzidenz Grotesk Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
</tr>
<tr>
<td>Akzidenz Grotesk Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
</tr>
<tr>
<td>Akzidenz Grotesk Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
</tr>
<tr>
<td>Akzidenz Grotesk Medium Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
</tr>
<tr>
<td>Akzidenz Grotesk Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
</tr>
<tr>
<td>Akzidenz Grotesk Bold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
</tr>
<tr>
<td>Akzidenz Grotesk Super</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
</tr>
<tr>
<td>Akzidenz Grotesk Super Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
</tr>
</tbody>
</table>