prescribed typefaces

Palatino *Palatino*

Palatino *Palatino*

Georgia **Georgia**

Gotham **Gotham**

For all **official documents**, **Palatino** is prescribed by the **2017 UP Visual Guidebook**; the same font must be used by the UP College of Law for its official documents such as letters, memoranda, and the like.

While Palatino (or Book Antiqua as its only alternative) is prescribed for all official documents, two other typefaces may be used for other visual materials: Georgia and Gotham. They are useful to break the monotony of the main font especially in designing layouts — such as posters, slide presentations, or online content (social media and website).

essential typefaces

Palatino, Georgia, and **Gotham** are the three primary fonts essential to the visual identity of the UP College of Law.

While these fonts are **downloadable for free** (some are even readily available on various desktops and laptops), they may be substituted with various alternatives such as **Book Antiqua** and **Times New Roman** for serif style requirements, and **Montserrat** and **Franklin Gothic** for sans serif styling.

These essential typefaces **complement** each other well as long as standard rules of typography are observed.

Palatino   *Palatino*

Georgia   **Georgia**

Gotham   **Gotham**

Book Antiqua   *Book Antiqua*

Times New Roman   *Times New Roman*

Montserrat   **Montserrat**

Franklin Gothic   *Franklin Gothic*