



DEARBORN

For type's sake

Specific typefaces have been selected to represent the Dearborn brand: Avenir Next Bold, Avenir Next Medium and Zilla Slab Bold. Avenir means "future" in French. This font has a harmonious and sensible appearance for texts and headlines. Zilla Slab Bold is a serif typeface that adds a personable, down-to-earth and welcoming feel to the brand.

For headlines, titles or content that requires emphasis, Avenir Next Bold should be used. Set the letterspacing to 15 and be sure to kern between letters that are not equally spaced to ensure they are visually consistent.

For decks and subheads, Zilla Slab Bold adds a nice, welcoming contrast. Set letterspacing at 20.

For body copy, Avenir Next Medium should be used with letterspacing set at 15.

Visual Language: Primary Typography

HEADLINES: Avenir Next Bold / Letterspacing: 15

**Avenir Next Bold
is a strong and
legible font.**

To purchase font click link below
fonts.com/font/linotype/avenir-next

DECKS + SUBHEADS: Zilla Slab Bold / Letterspacing: 20

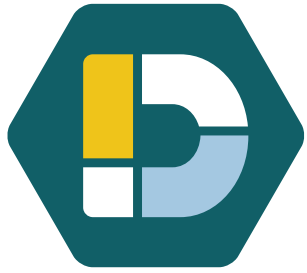
**Zilla Slab Bold adds a personable,
welcoming and down-to-earth feel
to the brand.**

To download this Google font click link below
fonts.google.com/specimen/Zilla+Slab

BODY COPY: Avenir Next Medium / Letterspacing: 15

Avenir Next Medium is a strong and legible font.

To purchase font click link below
fonts.com/font/linotype/avenir-next



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Alternate typography has been selected for when brand fonts are not available.

For headlines, titles or content that require emphasis, Nunito Sans Black should be used with a letterspacing of 25. We also recommend kerning headlines to create visually appealing and consistent spacing between characters.

For body copy, Nunito Sans Regular should be used with a letterspacing of 25.

Visual Language: Alternate Typography

HEADLINES: Nunito Sans Black / Letterspacing: 25

**Nunito Sans Black
is a close match
to Avenir.**

To download this Google font click link below
fonts.google.com/specimen/Nunito+Sans

BODY COPY: Nunito Sans Regular / Letterspacing: 25

Nunito Sans Regular is a close match to Avenir.

To download this Google font click link below
fonts.google.com/specimen/Nunito+Sans