

Typefaces for Print

HEADLINES

GOTHAM BLACK (ALL CAPS)
GOTHAM BOLD (ALL CAPS)

SUBHEADS

Museo Sans 900 (Title Case)
Museo Sans 700 (Title Case)
Museo Sans 500 (Title Case)

BODY TEXT

Museo 700 (Sentence Case)	<i>Museo 700 Italic</i>
Museo 500 (Sentence Case)	<i>Museo 500 Italic</i>
Museo 300 (Sentence Case)	<i>Museo 300 Italic</i>
Museo 100 (Sentence Case)	<i>Museo 100 Italic</i>

Museo Sans 700 (Sentence Case)	<i>Museo Sans 700</i>
Museo Sans 500 (Sentence Case)	<i>Museo Sans 500</i>
Museo Sans 300 (Sentence Case)	<i>Museo Sans 300</i>
Museo Sans 100 (Sentence Case)	<i>Museo Sans 100</i>

TABLES AND INFOGRAPHICS

Museo Sans Condensed 900	<i>Museo Sans Condensed 900 Italic</i>
Museo Sans Condensed 700	<i>Museo Sans Condensed 700 Italic</i>
Museo Sans Condensed 500	<i>Museo Sans Condensed 500 Italic</i>
Museo Sans Condensed 300	<i>Museo Sans Condensed 300 Italic</i>
Museo Sans Condensed 100	<i>Museo Sans Condensed 100 Italic</i>

Substitute Typefaces for Print

HEADLINES: SUBSTITUE FOR GOTHAM

SEGOE UI BLACK (ALL CAPS)
SEGOE UI BOLD (ALL CAPS)

SUBHEADS: SUBSTITUE FOR MUSEO SANS

Segoe UI Bold (Title Case)
Segoe UI Semibold (Title Case)

BODY TEXT: SUBSTITUE FOR MUSEO SANS

Segoe UI Bold (Sentence Case)	<i>Segoe UI Bold Italic</i>
Segoe UI Semibold (Sentence Case)	<i>Segoe UI Semibold Italic</i>
Segoe UI Bold (Sentence Case)	<i>Segoe UI Italic</i>
Segoe UI Bold (Sentence Case)	<i>Segoe UI Bold Italic</i>

BODY TEXT: SUBSTITUE FOR MUSEO

Sitka Text Bold (Sentence Case)	<i>Sitka Text Bold Italic</i>
Sitka Text (Sentence Case)	<i>Sitka Text Italic</i>

TABLES AND INFOGRAPHICS: SUBSTITUE FOR MUSEO SANS CONDENSED

Arial Narrow Bold	<i>Arial Narrow Bold Italic</i>
Arial Narrow	<i>Arial Narrow Italic</i>

Typefaces for Web

HEADER (H1): font-family: Rubik; font-size: 100 px; font-weight: medium; line-height: 72

Rubik Med

HEADER (H2): font-family: Rubik; font-size: 40 px; font-weight: medium; line-height: 46;

Rubik Medium

HEADER (H3): font-family: Rubik; font-size: 30 px; font-weight: medium; line-height: 36;

Rubik Medium

HEADER (H4): font-family: Rubik; font-size: 21 px; font-weight: medium; line-height: 24;

Rubik Medium

HEADER (H5): font-family: Rubik; font-size: 18 px; font-weight: medium; line-height: 24;

Rubik Medium

HEADER (H6): font-family: Museo Sans; font-size: 16 px; font-weight: 700; line-height: 21; color: #666665;

Museo Sans 700

INTRO: font-family: Museo Sans; font-size: 28 px; font-weight: 300; line-height: ?;

Museo Sans 300

BODY: font-family: Museo Sans; font-size: 16 px; font-weight: 300; line-height: ?;

Museo Sans 300

NUMBERS FOR STATISTICS

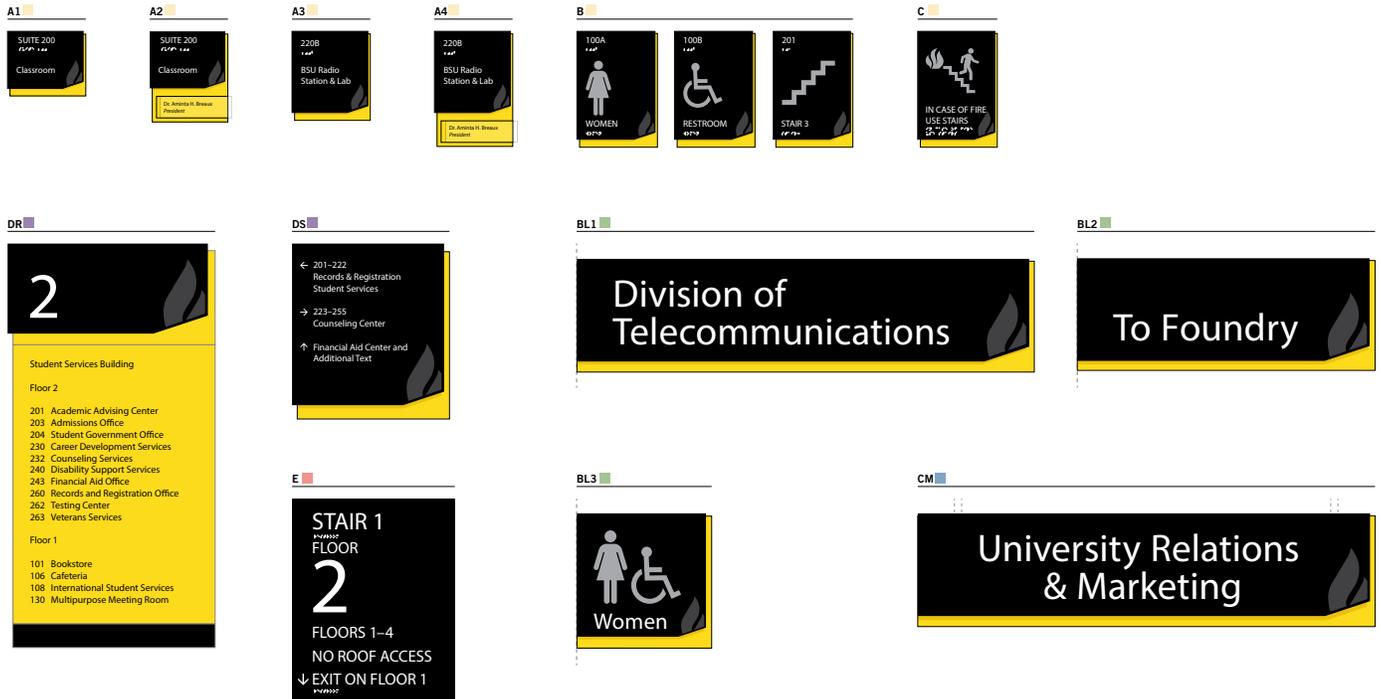
Frank Ruhl Libre Medium 123456

Typefaces for Wayfinding

INTERIOR WAYFINDING SIGNS

Myriad Pro Regular

For details and specifications for the university's Interior wayfinding signage, see BSU Interior Signage Location Plan-11-26-2019.



Typefaces for Wayfinding

EXTERIOR WAYFINDING SIGNS

Replica Pro Regular

For details and specifications for the Exterior Wayfinding standards, see Bowie State Exterior Design Intent Package 10-27-2017.



Typefaces for Wayfinding

EXTERIOR FACADE LETTERING

Modified Replica Pro Regular

The facade lettering has modified corners to facilitate fabrication in metals and plastic. For details and specifications for the Exterior Wayfinding standards, see Bowie State Exterior Design Intent Package 10-27-2017.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890&