VIPA

TYPOGRAPHY

Headlines

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sub-Headline or Quotation

Avenir Medium Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy

Avenir Book (default)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

or (depending on background used)

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Additional Notes on Typography:

- Pure black or pure white are the two primary colors used for all brand typography.
- Different typographic elements of certain designs may use the secondary colors of the color palette, depending on the design.

INSPIRATION

Mood Board

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