

FOURSQUARE

BRAND GUIDELINES

2017

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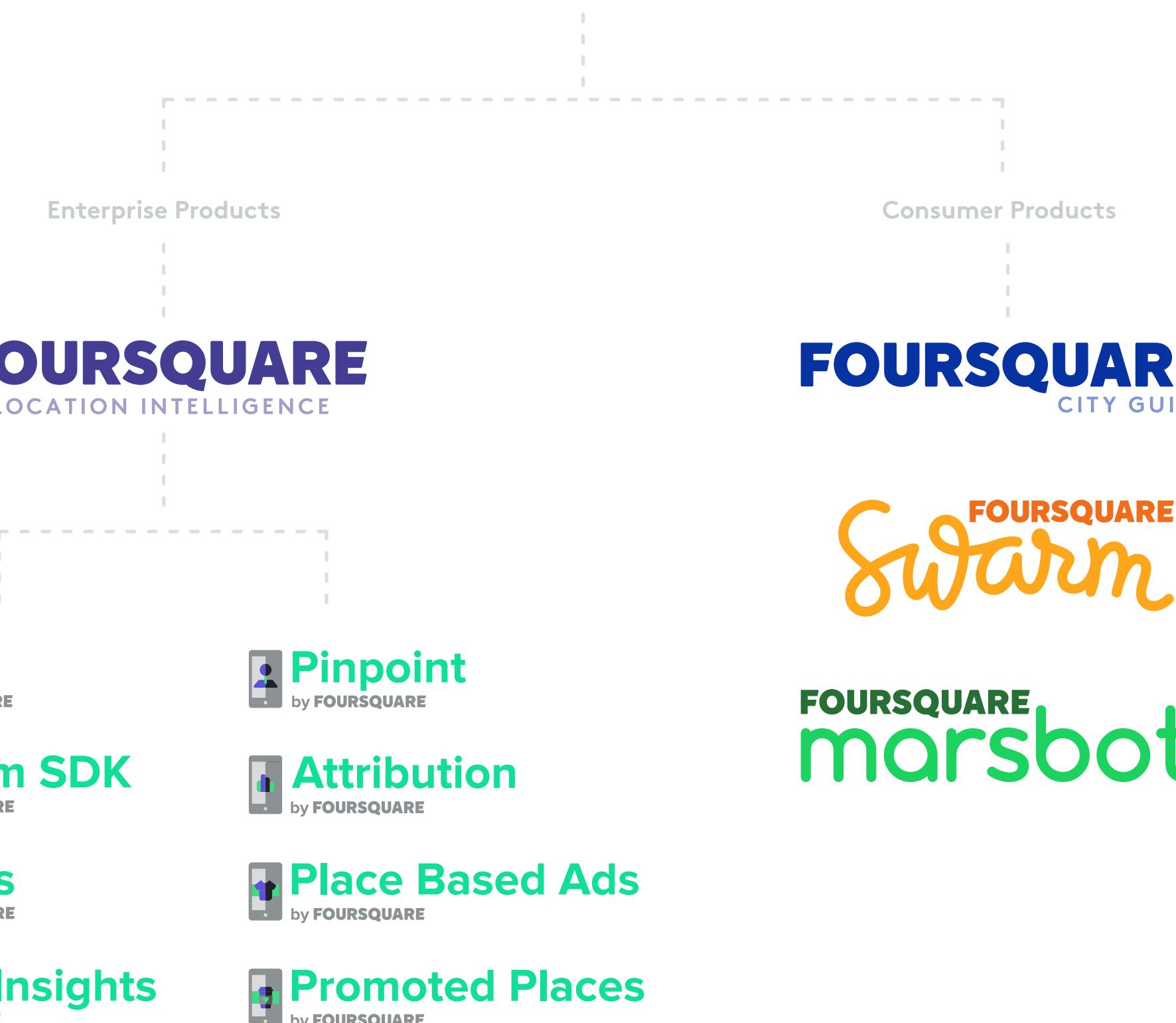
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Introduction

The Foursquare brand is more than just a bunch of logos and wordmarks. It is a visual system and language made up of many parts that work together to convey the core of what Foursquare is and what we stand for.

FOURSQUARE



FOURSQUARE

Brand Elements

FOURSQUARE

Foursquare Wordmark

Clear Space and Logo Sizing

The Foursquare wordmark should always be surrounded by a minimum area of space. A margin of clear space equivalent to the height of the 'F' is drawn around the logo to create the invisible boundary of the area of isolation.

Wordmark



Minimum Size:

FOURSQUARE



Digital: 150px width
Print: 1 inch width

Wordmark

The Foursquare wordmark is fixed artwork. It may not be altered or recreated in any way. The wordmark is the primary element of our company identity. Because it spells out the name of our company, we use it in situations that require the brand to show up in an official capacity or to initially establish brand identity.

The Foursquare wordmark should be used in the main Foursquare Navy Blue or white.



FOURSQUARE



Whenever possible, the Foursquare wordmark should be set in Foursquare Navy Blue on white or light backgrounds.



FOURSQUARE



When using Foursquare Navy Blue or any other darker backgrounds, use a white wordmark.

Secondary Wordmark Uses

These secondary uses should be used sparingly, only when the primary uses aren't appropriate.

Black can be used in rare situations but should be generally avoided. White is ideal for use over images, patterned or very dark backgrounds.

When placing over photography, ensure contrast by placing over dark area, and negative space.



- ✓ DO use the white wordmark on images, patterned or darker backgrounds.



- ✓ DO use the black wordmark on white only when necessary.

Incorrect Wordmark Uses

We pride ourselves on brand consistency. When using the Foursquare wordmark, the following rules should be adhered to at all times.



- ✖ **DO NOT** use the Foursquare City Guide logo mark and Foursquare wordmark together.



- ✖ **DO NOT** rotate wordmark for any reason.



- ✖ **DO NOT** apply transparency effects to the wordmark.



- ✖ **DO NOT** add drop shadows, bevels or other effects.



- ✖ **DO NOT** use gradients within the wordmark.

Primary Colors

Color is a powerful means of identification.

Consistent use of our primary colors will help build visibility and recognition for the Foursquare brand and will set us apart from our competitors.

Our Foursquare Navy Blue is the iconic element of our color palette. Other colors consist of Foursquare Blue but should be used sparingly.

Foursquare Navy Blue Hex #0732A2 • PMS 287 C	R - 7 G - 50 B - 162	C - 100 M - 90 Y - 0 K - 0
Foursquare Blue Hex #2D5BE3 • PMS 285 C	R - 45 G - 91 B - 227	C - 81 M - 67 Y - 0 K - 0

Promotional Imagery

Image Style: "Foursquare Tie Dye"

Foursquare tie dye is created from a blend of Foursquare Navy Blue and Watermelon. This gradient map adds a sense of depth and texture to both the content and background graphics.

Brown Pro Bold should be used for headline text and Brown Pro Light should be used for body and other copy needs.

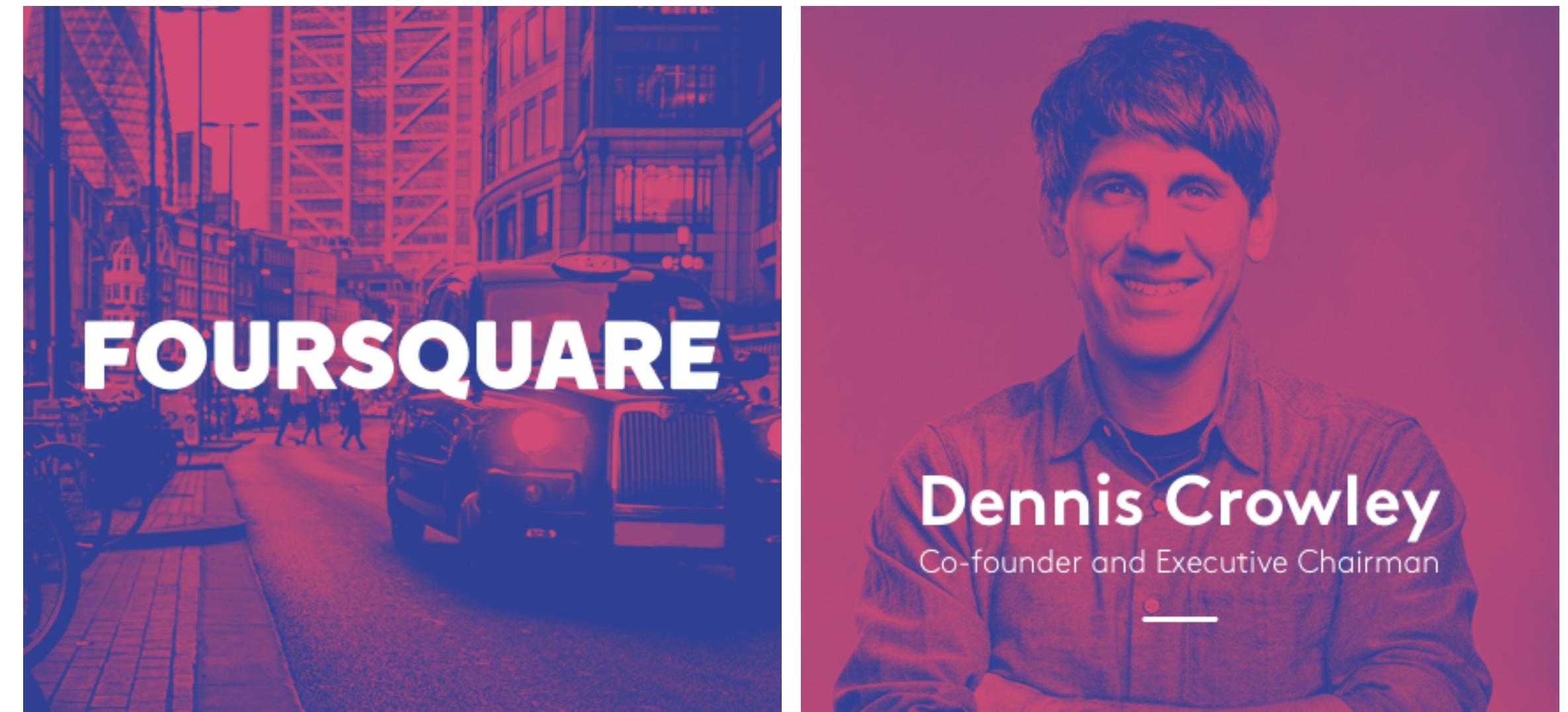


Image Color Overlay:



When using photo backgrounds, always add a Foursquare tie dye overlay. External file on request.

Typography:

Brown Pro Bold

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(.,:?"?)

Brown Pro Light

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(.,:?"?)

FOURSQUARE

CITY GUIDE

Brand Elements



Foursquare City Guide Logo Mark

FOURSQUARE
CITY GUIDE

Foursquare City Guide Wordmark

Clear Space and Logo Sizing

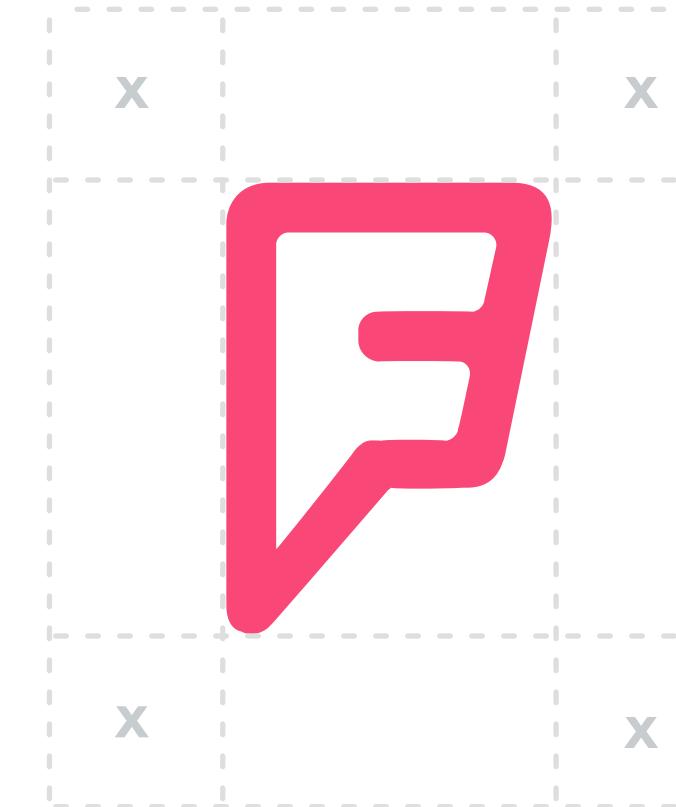
The Foursquare City Guide wordmark logo and Foursquare City Guide logo mark should always be surrounded by a minimum area of space.

A margin of clear space equivalent to the height of the 'F' is drawn around the wordmark to create the invisible boundary of the area of isolation. The logo mark has a clearsace equal to half the width. These areas of separation are a minimum and should be increased wherever possible.

Wordmark



Logo Mark



Minimum Size:

FOURSQUARE
CITY GUIDE

Digital: 100px width
Print: 1 inch width



Digital: 25px height
Print: .25 inch height

Wordmark

The Foursquare City Guide wordmark is fixed artwork. It may not be altered or recreated in any way. The wordmark is the primary element of our consumer product, Foursquare City Guide.

The Foursquare City Guide wordmark should be used in the main Foursquare Navy Blue or white.



Whenever possible, the Foursquare City Guide wordmark should be set in Foursquare Navy Blue on white or light backgrounds.



When using Foursquare Navy Blue or any other darker backgrounds, use a white wordmark.

Secondary Wordmark Uses

These secondary wordmarks should be used sparingly, only when the primary uses aren't appropriate. White logos should be used on Watermelon or other dark backgrounds. Black can be used in rare situations but should be generally avoided.

The white Foursquare City Guide "knockout" style logo is ideal for use over images and patterned backgrounds. When placing over photography, ensure contrast by placing over dark area, and negative space.



- DO use the white on watermelon or darker backgrounds



- DO use the black or Foursquare Watermelon only when necessary.



- DO use the white "Knockout" on photographic backgrounds.

Incorrect Wordmark Uses

We pride ourselves on brand consistency. When using the Foursquare City Guide wordmark, the following rules should be adhered to at all times.



- ✖ **DO NOT** use the Foursquare City Guide logo mark and Foursquare City Guide wordmark together.



- ✖ **DO NOT** rotate wordmark for any reason.



- ✖ **DO NOT** apply transparency effects to the wordmark.



- ✖ **DO NOT** add drop shadows, bevels or other effects.



- ✖ **DO NOT** use gradients within the wordmark.

Wordmark Color Effect

When applying different colors to the Foursquare City Guide wordmark, the secondary line is always 50% of the main color used for the primary line.

Primary line colors must always be in an approved brand color. Values may be manually put in HEX values or by adding a 50% transparency layer. Examples have been provided.

Primary Line:

The “Foursquare” portion of the wordmark should always be set in an approved brand color.



Secondary Line:

Dependant on the chosen approved brand color for the “Foursquare”, 50% opacity should be applied to represent the “City Guide” portion of the wordmark.

Color Examples:



Background: #000000
City Guide Text: #808080



Background: #F94877
City Guide Text: #F49BB5



Background: #0732A2
City Guide Text: #8398D0

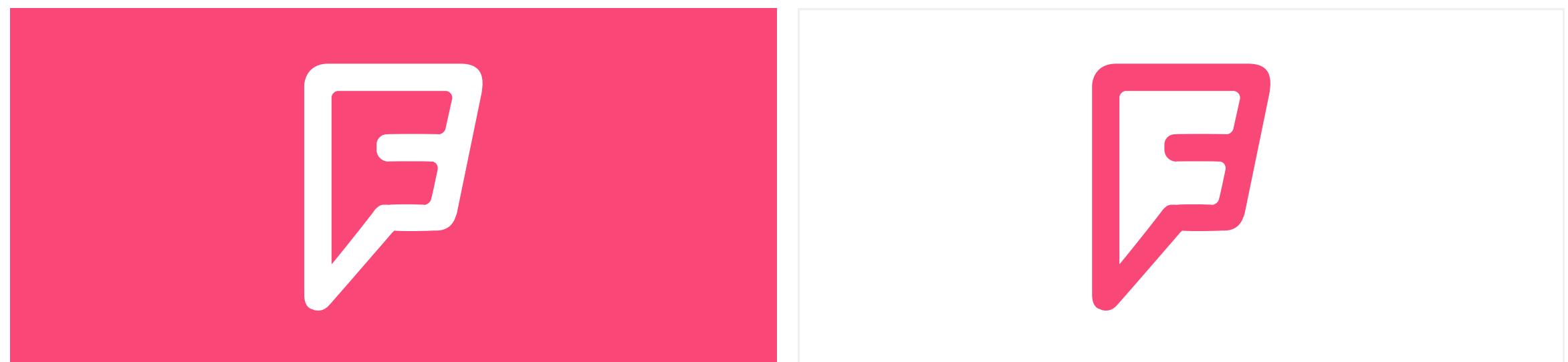


Background: #F94877
City Guide Text: #FCA3BB

Logo Mark

The Foursquare City Guide logo mark represents many things important to the Foursquare story. It's an F, a superhero symbol, a flag, and a map pin.

The logo mark should only be used in Foursquare Watermelon or, when used over colored backgrounds, in white. When using the logo mark over photography, shadows and reflections should be used to suggest the logo mark is housed in that environment. Black can be used in rare situations but should be generally avoided.



- ✓ DO set the logo mark in white on a Foursquare Watermelon background.

- ✓ DO set the logo mark in Foursquare Watermelon on a white background.



- ✓ DO use a white fill with watermelon outline on photos

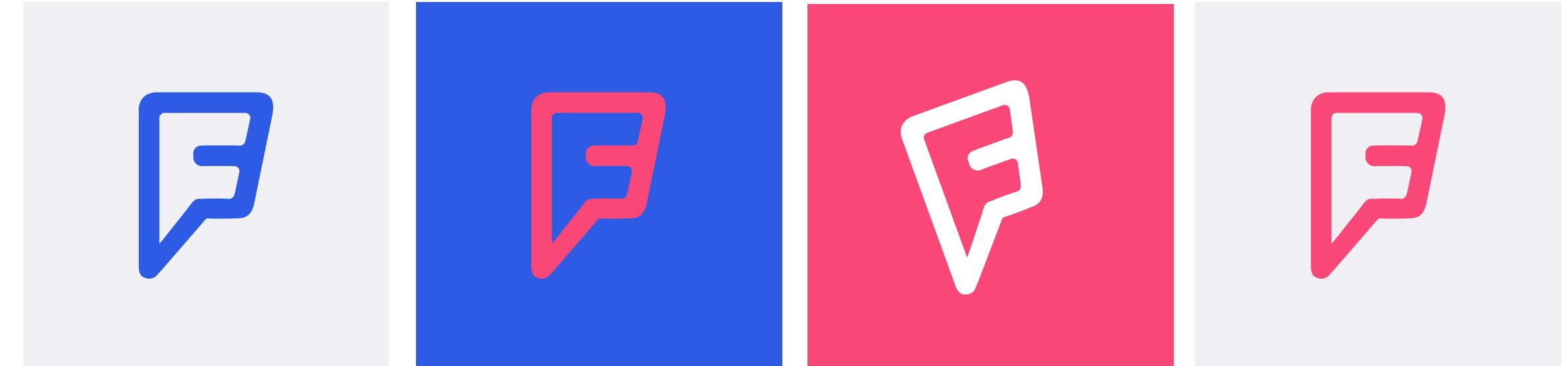
- ✓ DO use a white outline with transparent fill on color.

- ✓ DO use a white outline with watermelon fill on dark colors.

Incorrect Logo Mark Usage

The logo mark can be used as a secondary element to highlight people, objects and places. It should always use the watermelon color when used in this manner and should be used as a large primary element.

The logo mark should be respected at all times, in all places. Please do not stretch, condense, augment or distort its form. Always use logo in its vertical form, do not rotate or change to accomodate image.

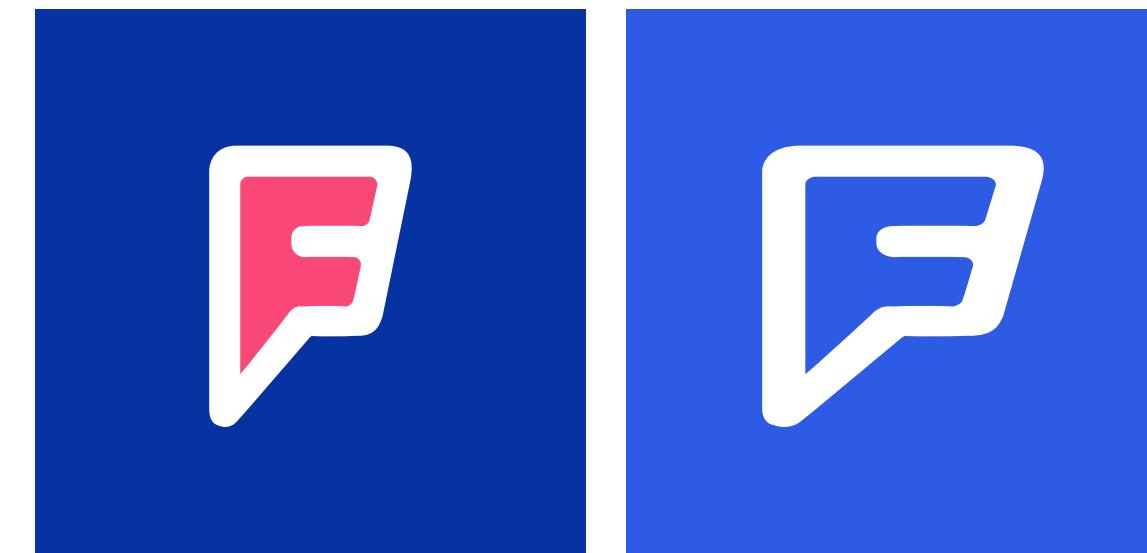


✖ **DO NOT** use logo mark in Blue.

✖ **DO NOT** use pink mark without white fill.

✖ **DO NOT** rotate logo mark.

✖ **DO NOT** add drop shadows, bevel or other effects.

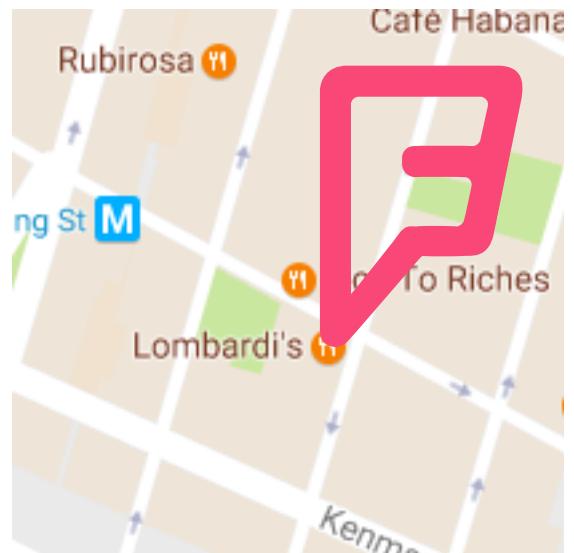


✖ **DO NOT** reverse the colors in any circumstance.

✖ **DO NOT** distort, stretch, or alter the logo in any way.

✖ **DO NOT** place the logomark over off brand colors.

✖ **DO NOT** use mark as map pin.



Typography

The Brown Pro type family is the official Foursquare City Guide font. While Brown Pro Bold and Light are the primary fonts, the whole typeface may be used if necessary.

Style:

Manipulating the font in any way is prohibited. Stretching, condensing, outlining and drop shadow must never be used.

Alignment:

Type should be set ranged left for most uses.

Color:

Headline type should be set in Foursquare Navy Blue. In some instances, it can also be set in white or black.

Brown Pro Bold:

Use for headlines, callouts and tagline.

A large, bold, blue font sample showing the letters 'A' and 'a' in a sans-serif style.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(,:"?)

Brown Pro Light:

Used for body copy, quotes and other collateral.

A large, light blue font sample showing the letters 'A' and 'a' in a sans-serif style.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(,:"?)

Typography

The Brown Pro type family is the official Foursquare City Guide font. While Brown Pro Bold and Light are the primary fonts, the whole typeface may be used if necessary.

San Francisco is used as the official iOS font family.

Roboto is used as the official Android font family.

Print and Communications:

Brown Pro Bold and Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(,:"?")

Mobile:

San Francisco (iOS)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(,:"?")

Roboto (Android)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(,:"?")

Typography Uses

The Brown Pro type family is the official Foursquare City Guide font. While Brown Pro bold and regular are the primary fonts the whole typeface may be used if necessary.

Headlines:

Set in Brown Pro Bold, sentence case, in Foursquare Navy Blue.

Body Copy:

Set in Brown Pro Light in Foursquare Dark Grey.

Call outs can be made using Brown Pro Bold.

Call Outs:

Special text, like quotes, can be called out using Brown Pro Light in Foursquare Watermelon.

Headlines:

Give your customers the inside scoop

Body Copy:

Write tips to tell people what you're known for or what you do best. Or, they can keep your customers up to date on news, events, or featured items at your business

Call Outs:

"Join us for trivia night every Thursday at 7pm!"

"Try our legendary green tea ice cream!"

Primary Colors

Color is a powerful means of identification. Consistent use of our primary colors will help build visibility and recognition for the Foursquare City Guide brand and will set us apart from our competitors.

Our primary color palette is bold, approachable, authentic. Our Foursquare Watermelon Pink is the iconic element of our color palette. Other colors consist of Foursquare Blue and Foursquare Navy Blue.

Foursquare Watermelon Pink Hex #F94877 • PMS 213 C	R - 249 G - 72 B - 119	C - 0 M - 86 Y - 31 K - 0
Foursquare Blue Hex #2D5BE3 • PMS 285 C	R - 45 G - 91 B - 227	C - 81 M - 67 Y - 0 K - 0
Foursquare Navy Blue Hex #0732A2 • PMS 287 C	R - 7 G - 50 B - 162	C - 100 M - 90 Y - 0 K - 0

Secondary Colors

In some situations, secondary colors may be used. These colors allow us to create variation in accents and elements used in branding. These colors are never used as part of the primary Foursquare City Guide logomark or Foursquare City Guide wordmark.

Dark and light grays round out our secondary palette and provide a foundation for the Foursquare Watermelon and Blue to stand out. This palette is frequently used for copy needs across all platforms and media.

Foursquare Dark Gray

Hex #4E595D

Foursquare Medium Gray

Hex #959B9E

Foursquare Light Medium Gray

Hex #C7CDCF

Foursquare Light Medium Gray

Hex #EFEFF4

Rating System

A place's rating is based on a number of signals that we've gathered from our social data mines; likes and dislikes, and positive versus negative tips.

These colors are a powerful visual reference tool that we would like associated with our rating system in the Foursquare City Guide product.

Foursquare Kale Hex #00B551	9.0
Foursquare Guacamole Hex #73CF42	8.0
Foursquare Lime Hex #C5DE35	7.0
Foursquare Banana Hex #FFC800	6.0
Foursquare Mac & Cheese Hex #FF9600	5.0
Foursquare Tangerine Hex #FF6701	4.0
Foursquare Red Delicious Hex #E6092C	--

App and Social Icons

The Foursquare City Guide app icon has been designed to stand out in a mobile setting. The watermelon subtle gradient background and bright white logo mark adhere specifically to the Foursquare City Guide brand.



iOS



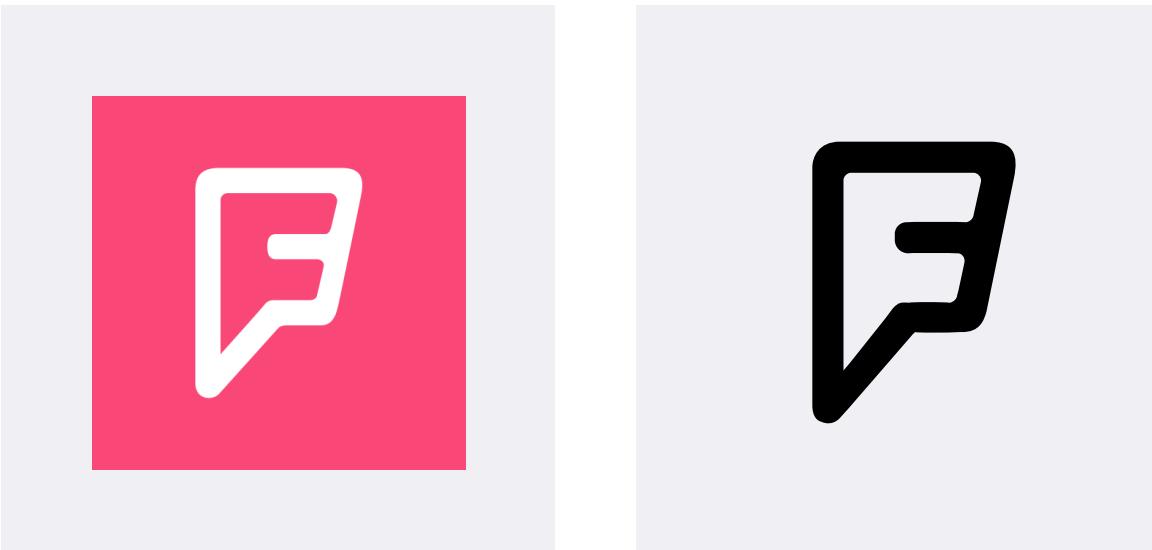
Android

Social Icon:

The logo mark social icon should be used without a holding shape if possible. Leave a minimum of 8px between icons.

If you use a holding shape do not center the logo mark, always align it left. Icons should always be atleast 22px in height.

Social Icons:



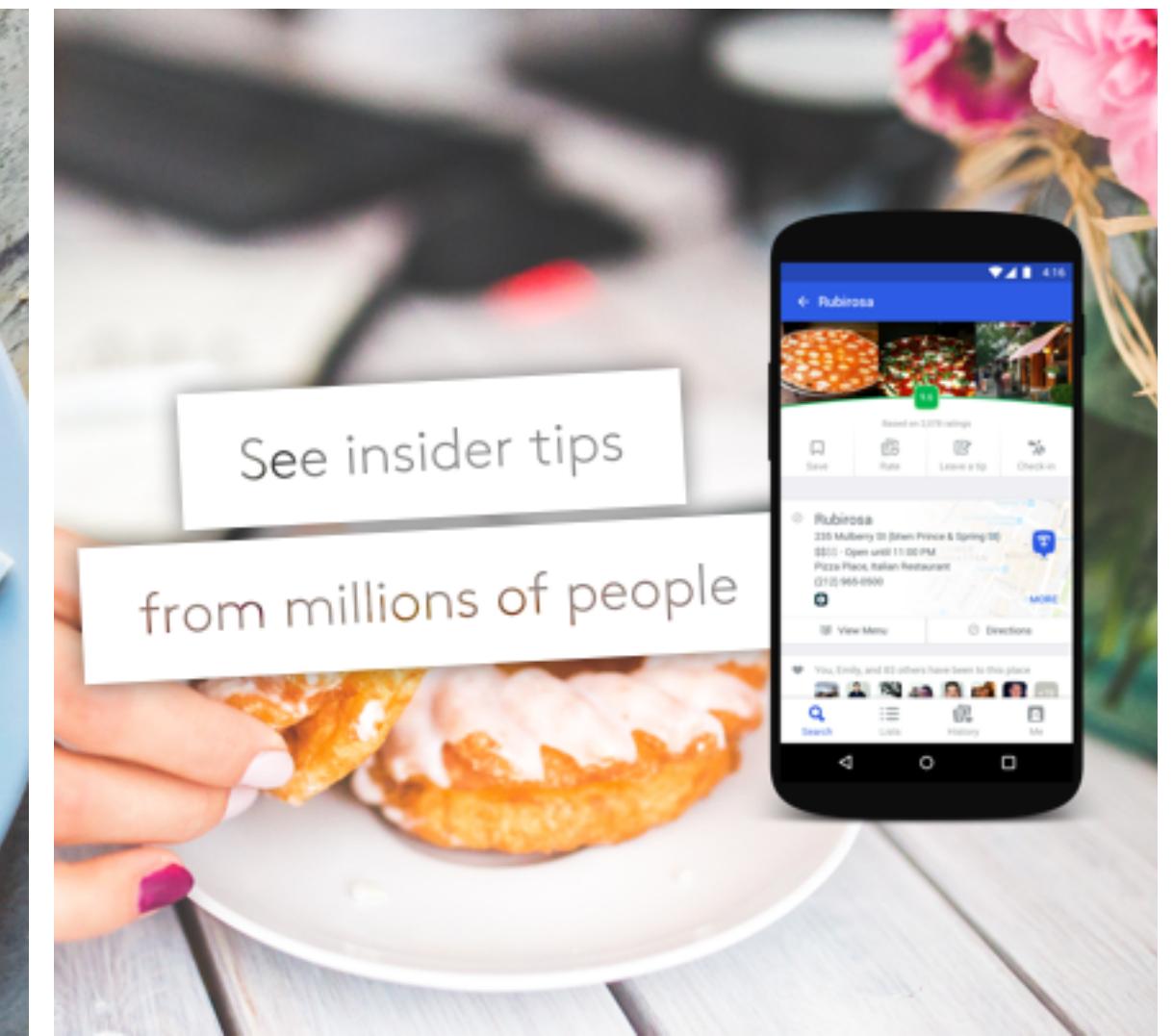
Promotional Imagery

Image Style 1: “Knockout”

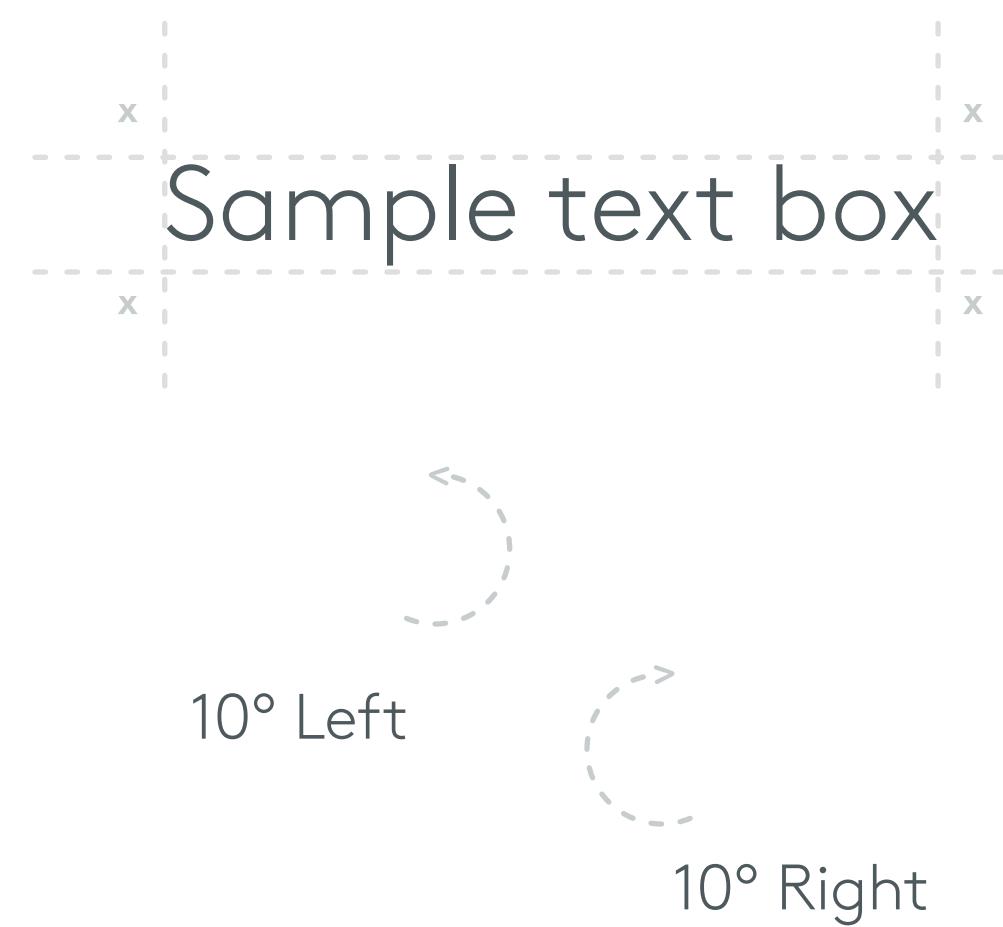
These knockout blocks are a simple visual tool that aid in making our brand stand out. Use it when you need just a little pop of excitement and brand connection to your layouts.

The knockout blocks are placed on top of a lifestyle photo background and have a 10° rotation either right or left. Brown Pro Light should always be used as the font style in sentence case.

Text padding has a clearspace equal to a quarter of the font height. This is drawn around the logo to create the invisible boundary of the area of isolation.



Knockout Effect:



Typography:

Brown Pro Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*,:?"?

Promotional Imagery

Image Style 2: "City Guide Shade"

Shades act as an overlay element to soften lifestyle images behind main marketing materials. It's bold and uncomplicated and should be used across promotional and social needs.

Images should always have an overlay of Foursquare Dark Gray at 60%. Brown Pro Bold should be used for headline text and Brown Pro Light should be used for body and other copy needs.

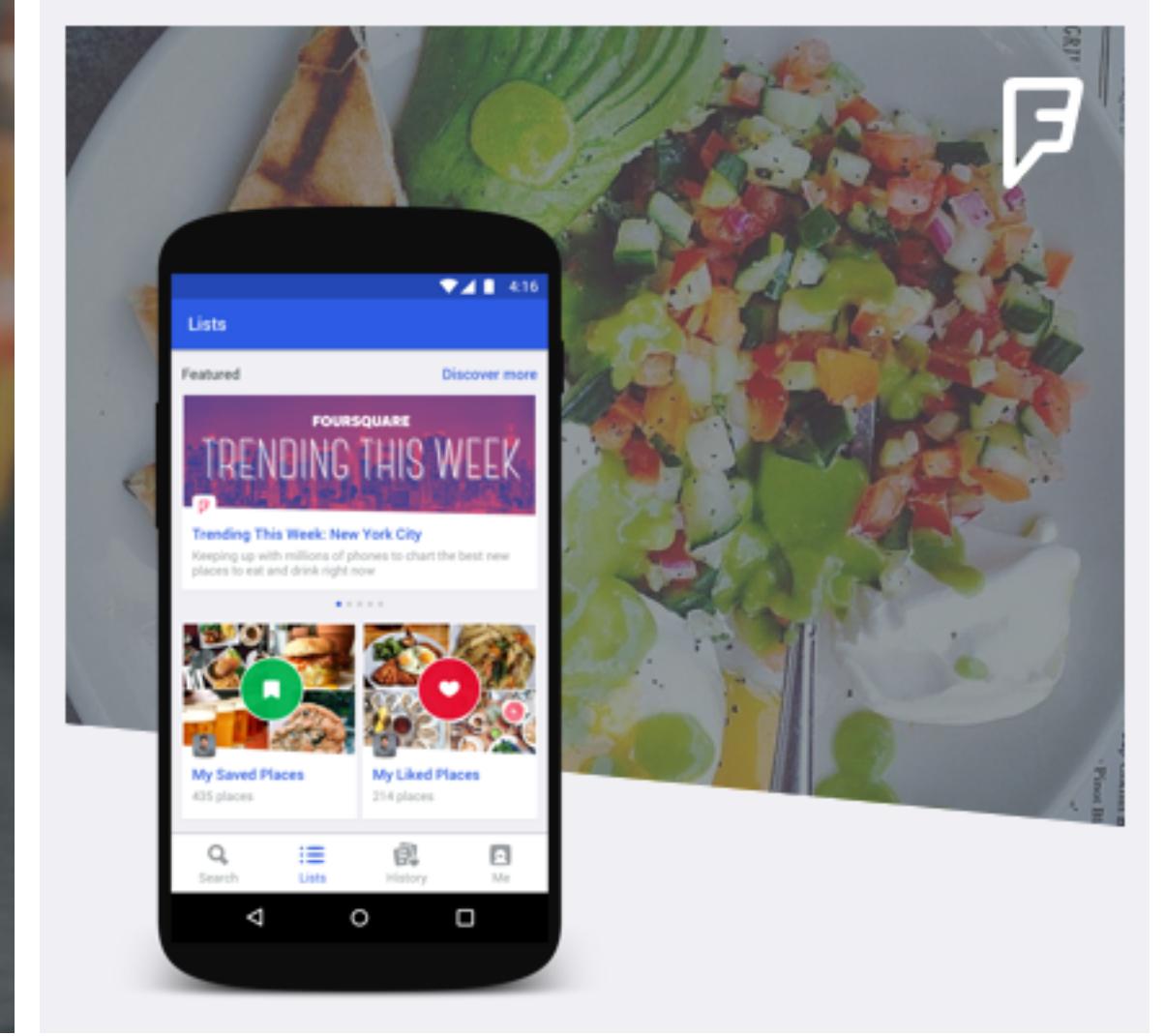


Image Color Overlay:



When using photo backgrounds, always add a Foursquare Dark Gray color overlay at 60%.

Typography:

Brown Pro Bold

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(.,:?"?)

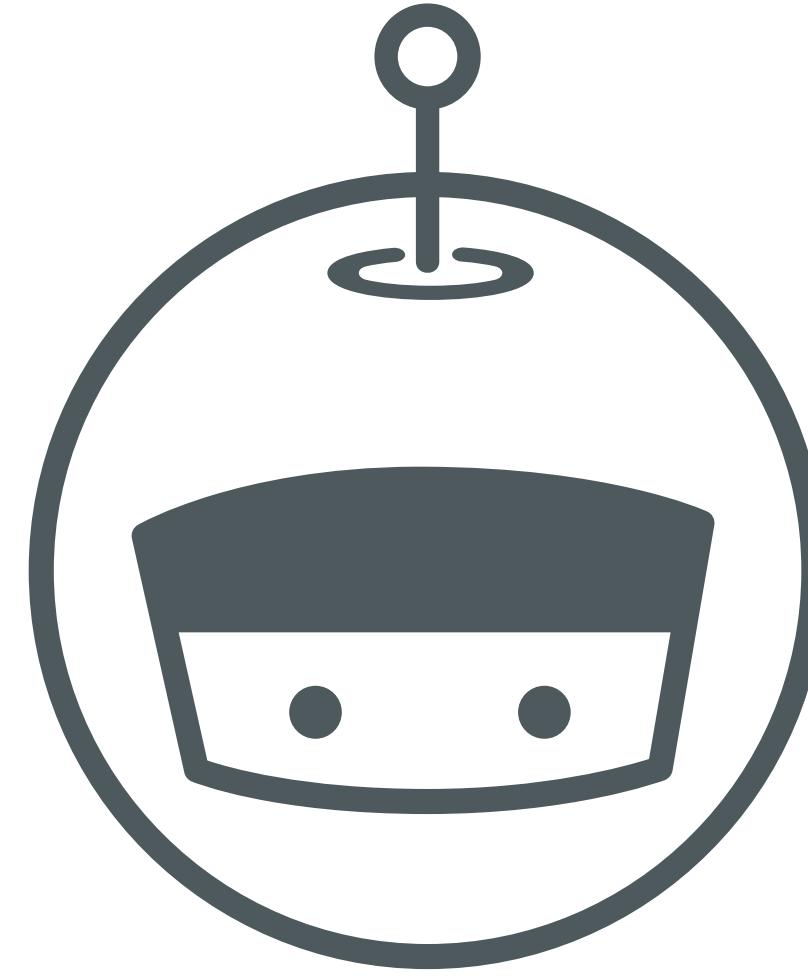
Brown Pro Light

Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(.,:?"?)

FOURSQUARE
marsbot.

Brand Elements



Foursquare Marsbot Logo Mark

FOURSQUARE
marsbot.

Foursquare Marsbot Wordmark

Clear Space and Logo Sizing

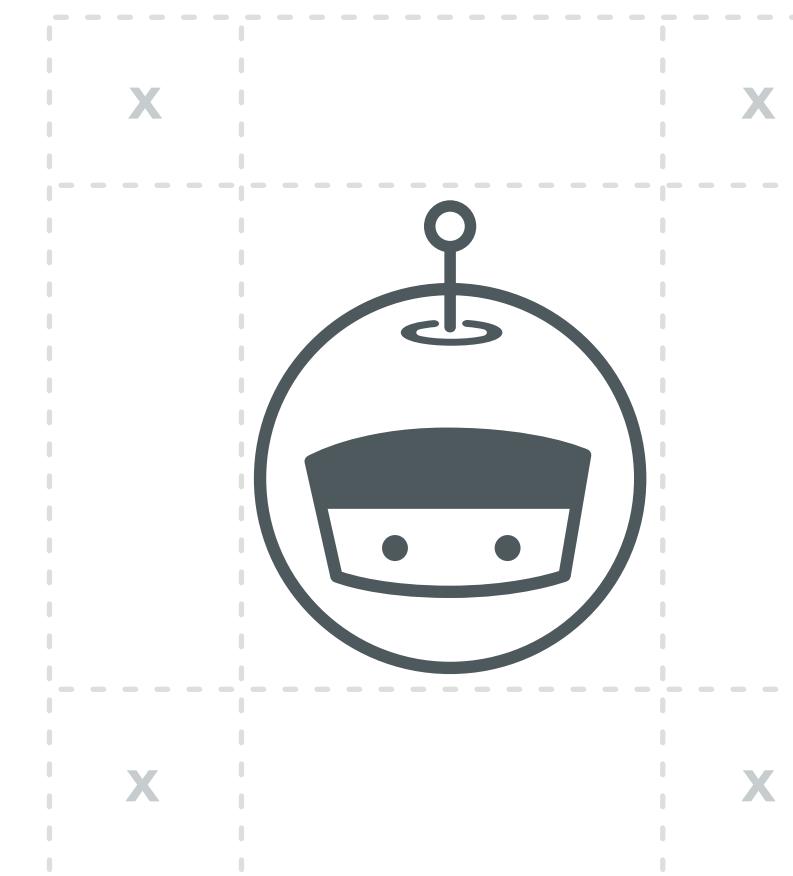
Foursquare Marsbot wordmark logo and Foursquare Marsbot logo mark should always be surrounded by a minimum area of space.

A margin of clear space equivalent to half the height of the wordmark is drawn around the logo to create the invisible boundary of the area of isolation. The logo mark has a clearspace equal to half the width. These areas of separation are a minimum and should be increased wherever possible.

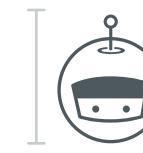
Wordmark



Logo Mark

**Minimum Size:**

Digital: 150px width
Print: 1 inch width



Digital: 50px height
Print: .50 inch height

Wordmark

The Foursquare Marsbot wordmark is fixed artwork. It may not be altered or recreated in any way. The wordmark is the primary element of our consumer product, Foursquare Marsbot.

The Foursquare Marsbot wordmark should be used in the main Marsbot Green or white.



Whenever possible, the Foursquare Marsbot wordmark should be set in Marsbot Green on white or light backgrounds.



When using Marsbot Green or any other darker backgrounds, use a white wordmark.

Secondary Wordmark Uses

These secondary uses should be used sparingly, only when the primary uses aren't appropriate.

Marsbot Space Gray can be used in rare situations but should be generally avoided.

When placing over photography, ensure contrast by placing over dark area, and negative space.



- ✓ DO use the dark gray on light or darker backgrounds.

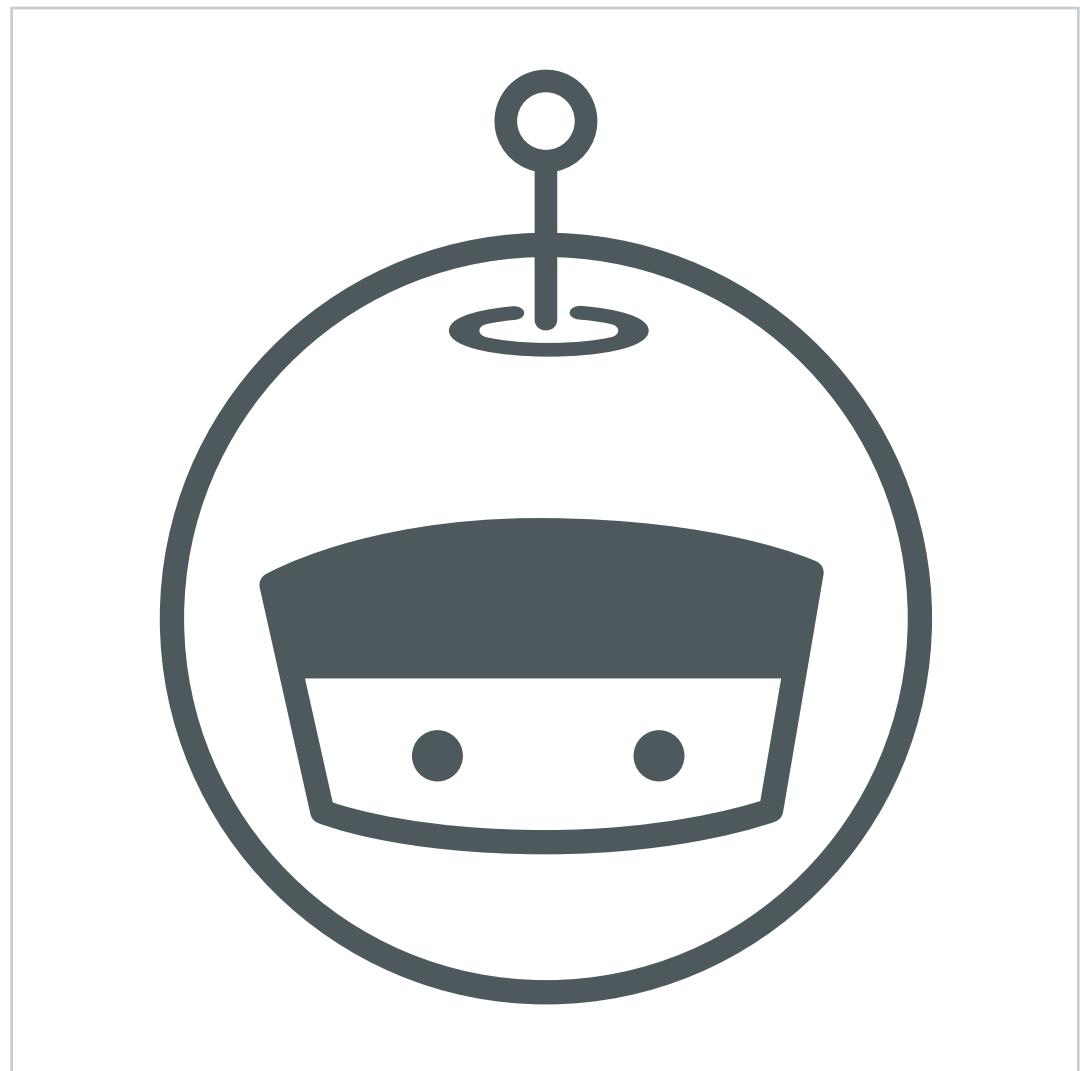


- ✓ DO use the white or Marsbot Space Gray only when necessary.

Logo Mark

The Foursquare Marsbot logo mark represents many things important to the Marsbot story. It's a friendly companion, a source, but most importantly, a chat bot.

The logo mark should only be used on white or Marsbot Green backgrounds.



DO use the Marsbot logomark on light or darker backgrounds

Typography

The Comfortaa type family is the official Foursquare Marsbot font. While Comfortaa bold and regular are the primary fonts, the whole typeface may be used if necessary.

Comfortaa Bold and Regular act as the primary font for headlines and titles. Comfortaa Light acts as the primary font for body copy and all other copy needs across all marketing materials.

San Francisco is used as the official iOS font family.

Roboto is used as the official Android font family

Comfortaa Bold:

Use for headlines and titles.



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # % & * (, : ?)

Comfortaa Light:

Used for body copy and other marketing collateral.



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # % & * (, : ?)

Mobile:

San Francisco (iOS)

Roboto (Android)



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # % & * (, : ?)

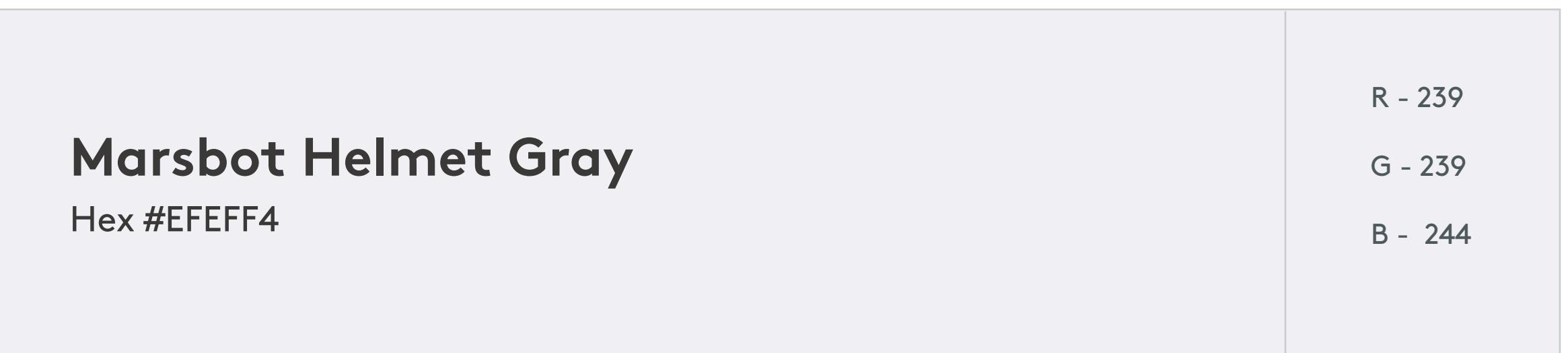


A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # % & * (, : ?)

Primary Colors

Consistent use of our primary colors will help build visibility and recognition for the Foursquare Marsbot brand and will set us apart from our competitors.

Our primary color palette is electric, futuristic and clean. Our Marsbot Green is the iconic element of our color palette. Other colors consist of Marsbot Space Gray and Helmey Gray.

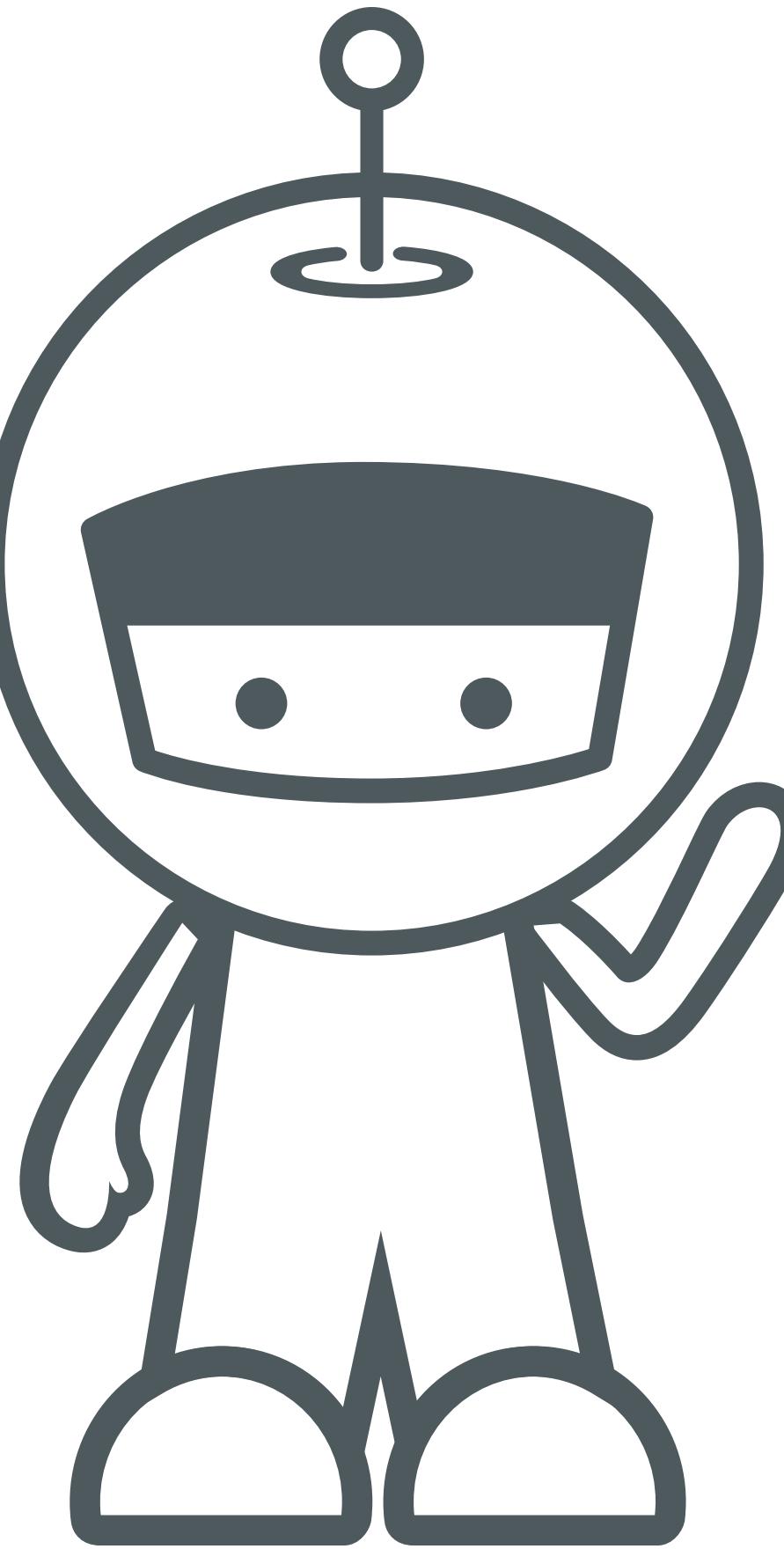


Marsbot

The Marsbot character continues to be a prominent visual element to the Foursquare brand.

The Marsbot character started appearing throughout the original Fourquare app to help with onboarding and messaging. Since then, Marsbot has now grown into the representation of the magic behind Foursquare's data machine.

Use of this character is strictly for Foursquare Marsbot and used sparingly throughout marketing materials.



App Icon

The Foursquare Marsbot app icon has been designed to stand out in a mobile setting. The Marsbot Green background and logomark adhere specifically to the Foursquare Marsbot brand.



iOS



Android

FOURSQUARE
swarm

Brand Elements



Foursquare Swarm Logo Mark



Foursquare Swarm Wordmark

Clear Space and Logo Sizing

Foursquare Swarm wordmark logo and Foursquare Swarm logo mark should always be surrounded by a minimum area of space. A margin of clear space equivalent to the half the height of the wordmark is drawn around the logo to create the invisible boundary of the area of isolation. The mark has a clearspace equal to half the width. These areas of separation are a minimum and should be increased wherever possible.

Wordmark



Logo Mark



Minimum Size:



Wordmark

The Foursquare Swarm wordmark is fixed artwork. It may not be altered or recreated in any way. The wordmark is the primary element of our consumer product, Foursquare Swarm.

Foursquare Swarm wordmark should always be used in the main Swarm Orange or white.



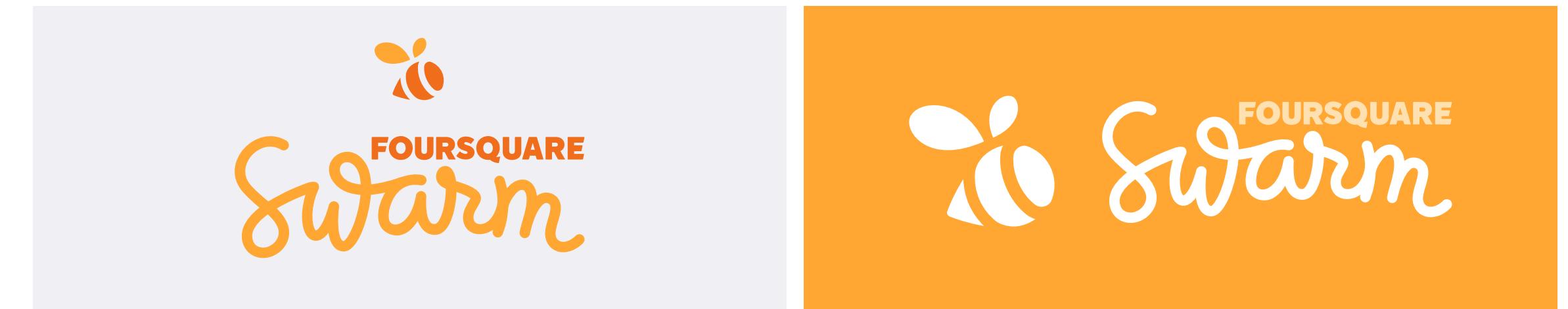
- ✓ Whenever possible, the Foursquare Swarm wordmark should be set in Swarm Orange on white or light backgrounds.



- ✓ When using Swarm Orange or any other darker backgrounds, use a white wordmark.

Incorrect Wordmark Uses

We pride ourselves on brand consistency. When using the Foursquare Swarm wordmark, the following rules should be adhered to at all times.



- ✖ **DO NOT** use the Foursquare Swarm logo mark and Foursquare Swarm wordmark together.



- ✖ **DO NOT** rotate wordmark for any reason.



- ✖ **DO NOT** apply transparency effects to the wordmark.



- ✖ **DO NOT** add drop shadows, bevels or other effects.



- ✖ **DO NOT** use gradients within the wordmark.

Logo Mark

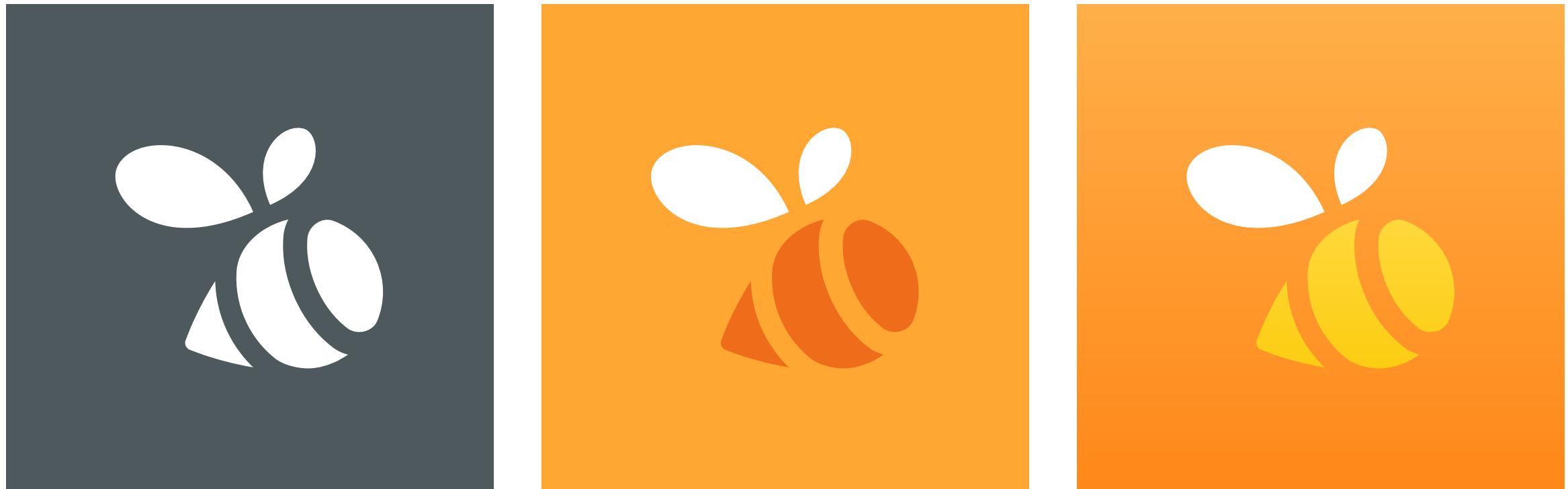
The logo mark should only be used on white, orange or Swarm gradients. Any use of dark backgrounds should default to white logo.

The logo mark should be respected at all times, in all places. Please do not stretch, condense, augment or distort its form. Always use logo in its vertical form, do not rotate or change to accomodate image. Black can be used in rare situations but should be generally avoided.



- ✓ DO set the logomark in Swarm Orange & Dark Orange on a white or light background.

- ✓ DO set the logomark in white and Orange on an orange or colored background.



- ✓ DO use a white fill on colored or dark backgrounds.

- ✓ DO use a white and Dark Orange bee on Orange background.

- ✓ DO use a white and yellow gradient bee on orange gradient backgrounds.

Typography

The Gotham type family is the official Foursquare Swarm font. Gotham Medium and Book are the primary fonts and only ones that should be used.

Gotham Medium acts as the primary font for headlines and titles. Gotham Book acts as the primary font for body copy and all other copy needs across all marketing materials.

Gotham Medium:

Use for headlines and titles.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(,:"?")

Gotham Book:

Used for body copy and other marketing collateral.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(,:"?")

Primary Colors

Color is a powerful means of identification.

Consistent use of our primary colors will help build visibility and recognition for the Foursquare Swarm brand and will set us apart from our competitors.

Our primary color palette is bright, fun and energetic. Our Swarm Orange is the iconic element of our color palette.



Secondary Colors

In some situations, secondary colors may be used. These colors allow us to create variation in accents and elements used in branding. These colors are never used as part of the primary Foursquare Swarm logomark or Foursquare Swarm wordmark.

Dark and light grays round out our secondary palette and provide a foundation for the Swarm Orange and Blue to stand out. This palette is frequently used for copy needs across all platforms and media.

Swarm Black Hex #080808	R - 8 G - 8 B - 8
Swarm Dark Grey Hex #646464	R - 100 G - 100 B - 100
Swarm Grey Hex #CECECE	R - 206 G - 206 B - 206

App and Social Icons

The Foursquare Swarm app icon has been designed to stand out in a mobile setting. The orange gradient background and bee logo mark adhere specifically to the Foursquare Swarm brand.



iOS



Android

Promotional Imagery

Image Style: "Hexagon pattern"

The hexagon pattern shape acts as a visual element to help it stand out from other marketing materials. It's bright and simple and should be used across promotional and social needs.

Gotham Medium should be used for headline text and Gotham Book should be used for body and other copy needs.



Hexagon pattern:



10% white opacity hexagons with a background linear gradient (Top to Bottom): #FFB049 to #FF8819

Typography:

Gotham Medium

Aa

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(),.:?"?

Gotham Book

Aa

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(),.:?"?