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How many characteristics
can possibly be added to a font
without undermining its purpose
within the text-type genre?

Petrona is inspired by the cook
in every home, who playfully
maneuvers ingredients with personal
touches, without losing the essence
of the original recipe.

A stainless steel frying pan with a handle, shown from a side profile. The pan is empty and has a reflective surface.

Petrona

ABCDEFGHIJKLMNOPQRSTUVWXYZ

✱ CREATED "IN THE KITCHEN" ✱

WITH SHARP ELEMENTS
THAT FORGE
ITS STRUCTURE



GESTURAL STROKES FOR SOFTER FINISHING TOUCHES

Profiteroles Sopa Paraguaya kg
œufs b n dictine Pa oca de Pil o ARR  QUES  Cr pe
chip  guas  chimichurri eggs
 gape agridulce Cooking Queen

ISOLATED, its glyphs are just like ingredients. **CAPS** with heavy asymmetric serifs and arms of inverted angles combine for a sharp flavor. **LOWER CASES** with big x-height, pronounced ascenders, and soft curves of low contrast provide a complementary aesthetic. **WHEN FORMING** words like headlines, the fusion of these different ingredients offers distinctive notes.

AND, THEY harmonically mingle into paragraphs with a new visual menu proposed by the text. **PETRONA** has all the characteristics of a font for editorial use, from headlines to running text. It is intended to be applied in pages with texts, and also in pages with tabular organizations, like designs with recipes, ingredients, quantities, or similar structures.

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Connoisseurs recommend it for culinary texts. However, since taste and creativity are personal, Petrona offers the freedom for any person to apply it according to their individual preferences

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Profiteroles *Sopa Paraguaya* *kg*
œufs *bénédictine* *Paçoca de Pilão* *ARRÓ* *QUESÚ* *Crêpe*
chipá *guasú* *chimichurri* *eggs*
Ágape *agridulce* *Cooking Queen*

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