

SEMIBOLD

1 2 3 4 5 6 7 8 9 0 • $\frac{1}{4}$ • $\frac{1}{2}$ • $\frac{3}{4}$ •

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.

abcdefghijklmnopqrstuvwxyz

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

SEMIBOLD ITALIC

1 2 3 4 5 6 7 8 9 0 • $\frac{1}{4}$ • $\frac{1}{2}$ • $\frac{3}{4}$ •

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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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« @ § ¶ » ÑÑOoPpQqRrSsTt
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