

BOLD

[ 1 2 3 4 5 6 7 8 9 0 • ¼ • ½ • ¾ •  
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.

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Petrona

ABCDEFGHIJKLMN O PQRSTU VWXYZ



CREATED "IN THE KITCHEN"



WITH SHARP ELEMENTS  
THAT FORGE  
ITS STRUCTURE

&

GESTURAL  
STROKES FOR SOFTER  
FINISHING TOUCHES

Profiteroles Sopa Paraguaya kg  
œufs bénédicte Paçoca de Pilão ARRÓ QUESÚ Crêpe  
chipá guasú chimichurri eggs  
Ágape 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

BOLD ITALIC

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