

MEDIUM

[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.

abcde fghij klm nopqr stuvw x yz



Petrona

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

{ * 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.

(A A B B C C D D E E F F G G « @ \$ » Ñ Ñ O o P p Q q R r S s T t
H h I i J j K k L l M m N n U u V v W w X x Y y Z z)

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

MEDIUM ITALIC

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