

THIN

1 2 3 4 5 6 7 8 9 0

• ¼ • ½ • ¾ •

How many characteristics is it possible to add to a font, without changing its text-type genre?

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Petrone is inspired by every home's cook, who playfully maneuvers ingredients and decors with a personal touch, without derailing from an original recipe.

abcdefghijklmnopqrstuvwxyz



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 bénédicte Paçoca de Pilão ARRÓ QUESÚ Crêpe
chipá guasú chimichurri eggs
Ágape agridulce Cooking Queen

ISOLATED, its glyphs are just ingredients. CAPS with heavy asymmetric serifs and arms of inverted angles, for a sharp flavor. LOWER CASES with big x-height, pronounced ascenders, and soft curves of low contrast, for a complementary flavor.

WHEN FORMING a word like in a headline, the fusion of these different

ingredients offer a distinctive note. AND THEY harmonically mingle into a paragraph, with a new visual menu proposed by the text. PETRONA has all the characteristics of a font for editorial use, from headlines to paragraphs, and also in pages with tabular organizations, like designs with recipes.

A A B B C C D D E E F F G G
H H I I J J K K L L M M N N

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Connoisseurs recommend it for culinary texts. But taste and creativity are personal, for which each one will apply it according to their preference.

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LIGHT

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• 1/4 • 1/2 • 3/4 •

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REGULAR

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The diagram consists of a large, light gray, stylized letter 'J' that spans the width of the page. Inside the upper curve of the 'J', the word 'MEDIUM' is written in a bold, black, sans-serif font. To the left of the 'J', there is a list of font characteristics: '1 2 3 4 5 6 7 8 9 0', '• 1/4 • 1/2 • 3/4 •', and 'How many characteristics is it possible to add to a font, without changing its text-type genre?'. To the right of the 'J', there is a paragraph of text: 'Petrona is inspired by every home's cook, who playfully maneuvers ingredients and decors with a personal touch, without derailing from an original recipe.'.

• $\frac{1}{4}$ • $\frac{1}{2}$ • $\frac{3}{4}$ •

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

Diagram illustrating the relationship between sharp elements and gestural strokes in calligraphy:

- Left Side:** A large curly brace groups the text "WITH SHARP ELEMENTS THAT FORGE ITS STRUCTURE" and an image of sharp, straight calligraphic strokes.
- Center:** A large ampersand (&) symbol connects the two sides.
- Right Side:** A large curly brace groups the text "GESTURAL STROKES FOR SOFTER FINISHING TOUCHES" and an image of soft, curved calligraphic strokes.
- Top:** A green banner with white asterisks contains the text "CREATED 'IN THE KITCHEN'".

&

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..... MEDIUM ITALIC

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 • ¼ • ½ • ¾ •
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] *Petrona is inspired by every home's cook, who playfully maneuvers ingredients and decors with a personal touch, without derailing from an original recipe.*

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

E

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« @ s † ß ƒ »

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..... SEMI-BOLD

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How many characteristics is it possible to add to a font, without changing its text-type genre?]

abcde fghij klmn  ñopqr stuvwxyz

PETRONA

.....

ABCDEF GHIJ KLMN ÑOP Q RSTUVW XYZ

..... * CREATED "IN THE KITCHEN" *

{ WITH SHARP ELEMENTS THAT FORGE ITS STRUCTURE } { GESTURAL STROKES FOR SOFTER FINISHING TOUCHES }

Profiteroles Sopa Paraguaya kg
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How many characteristics is it possible to add to a font, without changing its text-type genre?

Petrona is inspired by every home's cook, who playfully maneuvers ingredients and decors with a personal touch, without derailing from an original recipe.

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PETRONA

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ



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 ingredients. CAPS with heavy asymmetric serifs and arms of inverted angles, for a sharp flavor. LOWER CASES with big x-height, pronounced ascenders, and soft curves of low contrast, for a complementary flavor. WHEN FORMING a word like in a headline, the fusion of these different

ingredients offer a distinctive note. AND THEY harmonically mingle into a paragraph, with a new visual menu proposed by the text. PETRONA has all the characteristics of a font for editorial use, from headlines to paragraphs, and also in pages with tabular organizations, like designs with recipes.

A A B B C C D D E E F F G G
H H I I J J K K L L M M N N

« @ \$ † £ ¤ » Ñ Ñ O o P p Q q R r S s T t
U u V v W w X x Y y Z z

Connoisseurs recommend it for culinary texts. But taste and creativity are personal, for which each one will apply it according to their preference.