CORPORATE BRANDING & STYLE GUIDE

ROBOTO

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

This is the regular family, which can be used alongside the Roboto Condensed family and the Roboto Slab family.

ROBOTO BOLD - 0123456789

ROBOTO LIGHT - 0123456789

ROBOTO ITALIC - 0123456789

BASKERVVILLE

Baskervville is a revival of Jacob's revival of Baskerville's typeface. It was distributed by the Berger-Levrault Foundry from 1815. The font Jacob produced was sold as a »Caractères dans le genre Baskerwille« i.e »Baskerwille alike fonts« — with a w instead of a v

The particularity of Jacob's Baskerwille is that the roman is very close to Baskerville's typefaces while the italic is closer to Didot's typefaces. The ANRT workshop aimed to digitize Jacob's font in order to show his work which moves from transitional to modern styles.

BASKERVVILLE BOLD - 0123456789

BASKERVVILLE REGULAR - 0123456789

ROBOTO ITALIC - 0123456789

PRIMARY 1: 4A6D7C
RGB: 74, 109, 124   PANTONE: 7698C   CMYK: 40, 12 , 0, 51

PRIMARY 2: 4A6D7C
RGB: 240, 244, 239   PANTONE: 649C   CMYK: 2, 0, 2, 4

SECONDARY: 4A6D7C
RGB: 98, 146, 158   PANTONE: 2211C   CMYK: 38, 8, 0, 38

TERTIARY 1: 4A6D7C
RGB: 47, 34, 53   PANTONE: 532C   CMYK: 11, 36, 0, 79

TERTIARY 2: 4A6D7C
RGB: 214, 73, 51   PANTONE: 7597C   CMYK: 0, 66, 76, 16