OUR NEW FONTS

A focused typographic identity is critical for global brand consistency, and is a central element of the new  
TABASCO ®Brand visual identity. Taking inspiration from the original lettering in the Diamond logo, the system uses 3 new fonts that are distinct, unique and reflect the heritage of the brand.

**OUR PRIMARY HEADLINE FONT IS BATON**

**BATON GUIDELINES**

The Baton typeface is a modern sans-serif font that has  
subtle vintage cues. We use Baton for headlines.  
The standard use of Baton should always be in uppercase, optically aligned and tracked at 50 or .05em  
for web. Leading should be set to 100%.

##### For longer headlines and subheads, we use Baton Turbo.

**BATON TURBO GUIDELINES**

The Baton Turbo typeface is used for long headlines and subheads. The standard use of Baton Turbo should be sentence case, optically aligned, tracked at 0 with leading set at 95%.

**SMALL TITLES; USE OVERPASS MONO BOLD**

**OVERPASS MONO BOLD GUIDELINES**

Use Overpass Mono Bold for small titles. This should not be set above 18pt. Tracking should be set at 12% and leading  
at 125% and type should be set in all caps.

Overpass Mono Regular is used for short form body copy. Use this font if the copy has four sentences  
or less.

**OVERPASS MONO REGULAR GUIDELINES**

Use Overpass Mono Regular if the copy has four sentences or less. Tracking should be set at -5% and leading  
at 150%.

Overpass Light is used for long-form body copy.  
For example when you want to talk about the fact that TABASCO ®Brand is the legendary hot sauce because it’s unlike anything else. It offers the fascination of something that feels familiar, but is surprisingly new every time, making every experience unique.

**OVERPASS LIGHT GUIDELINES**

Use Overpass Light for long-form body copy. Tracking should be set at 0 and leading at 150%.

##### Our new font Baton should only be used in black, white and red.