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Typography

Primary Typeface

Our primary typeface is Mundial, a sans serif font with plenty of versatility for multiple applications. In addition to being inviting and highly legible in both printed and digital applications, Mundial’s strong geometric letterforms evoke a precision that speaks to the university’s characteristics of care and professional-level accuracy.

Mundial can be downloaded through Adobe fonts by visiting <https://fonts.adobe.com/>. Type Mundial in the search bar, click the View Family button, then click Activate Fonts. It might take a moment but the font will then be automatically installed directly into your Adobe software.

Mundial

Download and required license available through Adobe fonts.

 Download

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@#\$%^&*()_+?;,”

Mundial Hair	<i>Mundial Italic</i>
Mundial Hair Italic	Mundial Demi Bold
Mundial Thin	Mundial Bold
Mundial Thin Italic	<i>Mundial Bold Italic</i>
Mundial Light	<i>Mundial Black</i>
Mundial Light Italic	<i>Mundial Black Italic</i>
Mundial Regular	

System Typeface

We understand that in certain cases, access to our Primary Typeface, Mundial, can be limited. So we’ve chosen a similar backup font, Open Sans, that can be downloaded from Google Fonts and easily utilized in Google Workplace.

Open Sans can be downloaded through Google fonts by visiting <https://fonts.google.com/>. Type Open Sans in the search bar, select the Open Sans window, then click Download family. The font will then be downloaded onto your local system where it can be installed and used.

Open Sans

Download and required license available through Google fonts.

 Download

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@#\$%^&*()_+?;,”

Open Sans Light
Open Sans Regular
Open Sans Bold
Open Sans Extra Bold

Examples

Because the Mundial font is a visual extension of our Midwestern University voice, typographic guidelines must be followed to maintain brand integrity. While countless messaging variations may arise, these guidelines provide a template that should adapt to any specific situation.

Headlines

When it’s desirable to emphasize particular words within a headline, making those words bolder is an approved option. In these cases, the emphasized words should be set in sentence-case Mundial Demi Bold, while the unemphasized words should be set in sentence-case Mundial Light. In cases where none of the words in a headline need extra emphasis, the entire headline should be set in sentence-case Mundial Regular.

Sub Headline

Set in Mundial Demi Bold.

Body Copy

Set in Mundial Regular.

Call Outs

Subhead is set in Mundial Demi Bold.
Body copy is set in Mundial Regular.

Empowering
Compassion.

Lorem ipsum dolor encantume amit
ami casi epluribus.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Lorem ipsum dolor amit.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam,