

Written communications are an essential tool in projecting the Panasas brand, consistent typography plays a significant role in achieving this goal. Gotham was selected for its classic yet rounded/friendly letterforms.

Collateral and Tradeshow Displays

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

For use in
body copy

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

For use in headlines
and subheads

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

For use in subheads
and accents

Web Fonts

Preferred subscription web font (optimized for web):

Roboto

<https://fonts.google.com/specimen/Roboto> (see websites pulldown)

Powerpoint Fonts

Arial