

progetica

EMPHASIS ON KNOWLEDGE AND PEOPLE

# Brand & Identity Guidelines

03.02.2023

Version 2

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# Typography

Our personality, classic and modern in the same time

# Typography

Primary

**Neue Haas Grotesk  
Display Pro**  
alternative **Roboto Black**

Use it for TITLE, KEYWORDS and CTA

More info: <https://fonts.google.com/specimen/Roboto>

**Aa**

**Aa Bb Cc Dd Cc Ee Ff Gg Hh**  
**li Jj Kk Ll Mm Nn Oo Pp Qq**  
**Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**01 02 03 04 05 06 07 08 09**

# Typography

Secondary

## Playfair

Use it for TEXT, NOTE and LABELS.

More info: <https://fonts.google.com/specimen/Playfair+Display>

Aa

Aa Bb Cc Dd Cc Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09

# Typography

Tertiary

## DM SANS

Use it with kerning 200 for SUBTITLE, NAME, BREADCRUMP, inside PPT, Website e social media channel.

More info: <https://fonts.google.com/specimen/DM+Sans>

Aa

Aa

Bb

Cc

Dd

Cc

Ee

Ff

Gg

Hh

Ii

Jj

Kk

Ll

Mm

Nn

Oo

Pp

Qq

Rr

Ss

Tt

Uu

Vv

Ww

Xx

Yy

Zz

01

02

03

04

05

06

07

08

09