

typography specs

display headline

AVANT GARDE GOTHIC BOLD
140PT, LOWERCASE
-20 TRACKING

hello.

secondary headline

AVANT GARDE GOTHIC BOLD
36PT, LOWERCASE
-20 TRACKING

connecting brands **with people.**

body copy

AKTIV GROTESK LIGHT
18PT, SENTENCE CASE

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cta text

AVANT GARDE GOTHIC BOLD
26PT, LOWERCASE
-20 TRACKING

let's do this

typography sample

This sample shows how our font looks in a typographical setting when used correctly.

Multiple weights, sizes, and styles are used to achieve a good sense of hierarchy for aesthetic and for easy legibility of content.

When scaling the font sizes up or down in your specific application, try to scale all styles proportionally.

300FeetOut

hello.

connecting brands with people.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut etiam enim ad minim veniam, quis nostrud etiam set suscipit lobortis nisl ut aliquip.

let's do this

our fonts

avant garde gothic

ITC Avant Garde Gothic is our primary brand font and should be used as often as possible for headlines and CTAs. It is only used in the bold weight.

aktiv grotesk

Aktiv Grotesk is our secondary brand font to be used for paragraph text in print and digital. A range of weights from light to bold support basic text stylization needed in paragraphs.

Aktiv Grotesk is an Adobe Font available with your Adobe CC login. Avant Garde Gothic needs to be purchased or given to you by 300FeetOut.

download fonts

<https://fonts.adobe.com/fonts/aktiv-grotesk>

<https://www.myfonts.com/fonts/itc/avant-garde-gothic/pro-bold/>

300FeetOut

avant garde gothic bold
abcdefghijklmnopqrstuvwxy
0123456789 (!@#\$%&*)

Aktiv Grotesk Light

ABCDEFGHIJKLMNopqrstuvwxy
0123456789(!@#\$%&*)

Aktiv Grotesk Regular

ABCDEFGHIJKLMNopqrstuvwxy
0123456789(!@#\$%&*)

Aktiv Grotesk Bold

ABCDEFGHIJKLMNopqrstuvwxy
0123456789(!@#\$%&*)