

typeface guidelines

TYPEFACES

The quick brown fox jumped over the lazy dog.

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Merriweather was chosen as the typeface for the logo because of it's modern take on a classical style serif.

The accompanying typeface to be used in Paperback branding is **Lato** for it's clean and modern style.



673 Topsail Road St. John's, NL Canada A1E 2E3

709 754 0555