

Type Hierarchy Examples

These examples are meant only to provide a starting point; they are not prescriptive.



**Tablet Gothic Condensed
Extrabold**
30 pt. type / 33 pt. leading
+25 tracking

Antarctic Headline Black
70 pt. type / 64 pt. leading

**Henriette Compressed
Regular**
16 pt. type / 19 pt. leading

Tablet Gothic Light
9.5 pt. type / 13 pt. leading

**Tablet Gothic Condensed
Extrabold**
24 pt. type / 26 pt. leading

What will your degree DO FOR YOU?

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See what you can do at CMU.

Type Hierarchy Examples

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**Henrietta Compressed
Medium**
32 pt. type / 38 pt. leading
-10 tracking

**Tablet Gothic Condensed
Extrabold**
44 pt. type / 47 pt. leading
-10 tracking



In the time it takes you
to walk from Campus
Martius to Jefferson,

**we've discovered
a genetic marker
that could slow
down Alzheimer's.**