

# University of Toronto - Typography Quick Guide

Our primary typefaces are **Trade Gothic** and **Bembo**. The use of these typefaces requires the purchase of a commercial licence. Divisions are responsible for securing font licensing for their respective offices.

## Trade Gothic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## Licensing

A licence for Trade Gothic can be purchased from a font distributor such as [My Fonts](#) or [fonts.com](#). If you have a subscription to [Adobe Creative Cloud](#), [Trade Gothic Next](#) can be activated in the Adobe Fonts application.

## Replacement Font

The acceptable replacement for Trade Gothic, which is available on most computer operating systems is **Arial**.

## Arial

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## Bembo

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## Licensing

A licence for Bembo can be purchased from a font distributor such as [My Fonts](#) or [fonts.com](#).

## Replacement Font

The acceptable replacement for Bembo, which is available on most computer operating systems is **Times New Roman**.

## Times New Roman

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**