



Future Business Leaders of America

Logo Customization Guidebook

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01

Customization



# Introduction

A new FBLA logo was introduced in 2022. The redesign was created with customization in mind, offering FBLA members the option to request a logo that is customized with State, Chapter, Division, and Region information.

This guide provides instructions for customizing the logo and creating the various versions and formats that it is provided in.

Some sections of the FBLA Brand Guide are included for easy reference.

What you'll need:

- Adobe Illustrator software
- Adobe Illustrator logo template files
- FBLA fonts (*see Section 05, p. 47*)

# Logo File Formats

The customized FBLA logo is provided in **horizontal and vertical** versions and in several file formats:

- **Vector/Print: AI, EPS, PDF**
- **Digital/Web: JPG** (high-res and low-res), **PNG** (high-res and low-res with a transparent background)

Each file format includes several color versions:

- **Color, navy, black, white, color-Reverse** (white w/color)

List of all the logo versions and file formats included in the final packet:

## VECTOR/PRINT

### AI (Illustrator AI)

black  
color-Reverse  
color  
color.AIT  
navy  
white

### EPS (Illustrator EPS)

black  
color-Reverse  
color  
navy  
white

### PDF (Adobe PDF)

black  
color  
navy

## DIGITAL/WEB

### JPG

black-HiRes  
black-LoRes  
color-HiRes  
color-LoRes  
navy-HiRes  
navy-LoRes

### PNG

black-HiRes  
black-LoRes  
color-HiRes  
color-LoRes  
color-Reverse-HiRes  
color-Reverse-LoRes  
navy-HiRes  
navy-LoRes  
white-HiRes  
white-LoRes

# Logo File Formats

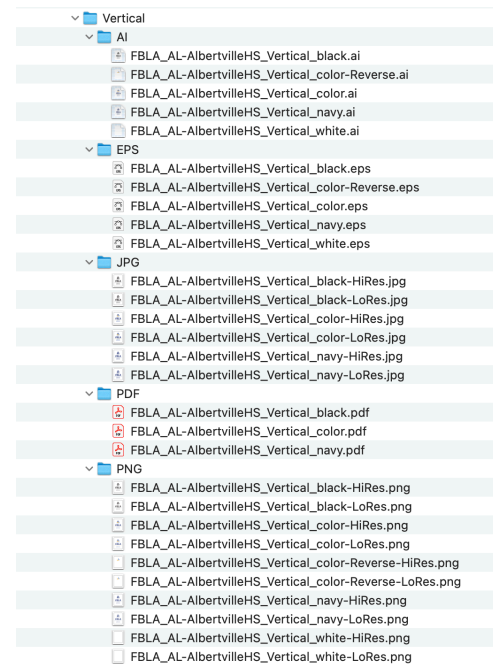
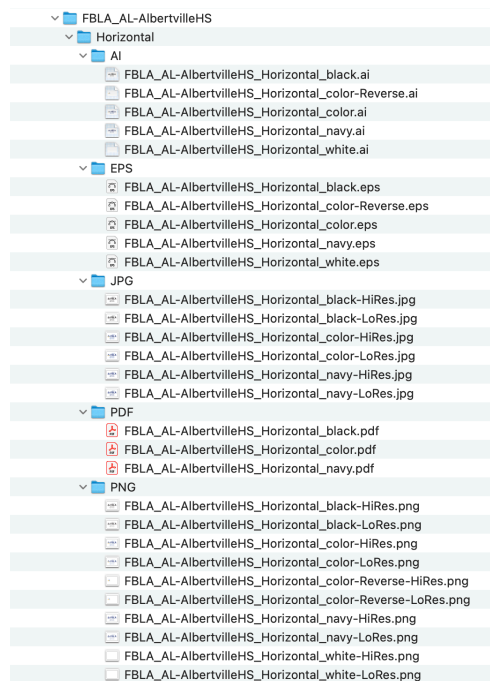
The customized FBLA logo is provided in horizontal and vertical versions and in several file formats:

- **Vector/Print: AI, EPS, PDF**
- **Digital/Web: JPG (high-res and low-res), PNG (high-res and low-res with a transparent background)**

Each file format includes several color versions:

- **Color, navy, black, white, color-Reverse (white w/color)**

Sample snapshot of all the logo versions and file formats included in the final customized packet:



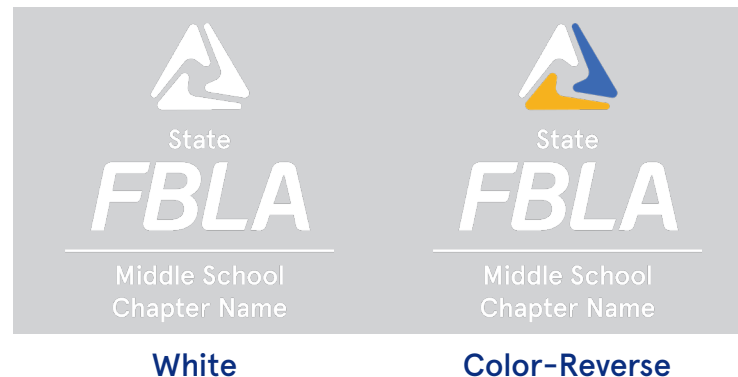
# Logo Color Versions

Each file format includes several color versions:

- **Color**
- **Navy**
- **Black**
- **White**
- **Color-Reverse** (*white w/color*)



*Gray background is for visibility purposes and is not part of the logo*



# Logo Lockup Types

## GENERAL: State

State name



State

**FBLA**

Horizontal



State

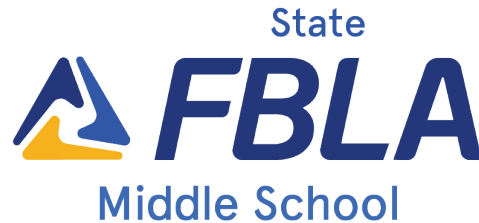
**FBLA**

Vertical

# Logo Lockup Types

## GENERAL: State + Division

State name + Division level (Middle School, High School, Collegiate)



Horizontal



Vertical

# Logo Lockup Types

## CUSTOM: State + Chapter

State name + Chapter name



Horizontal



Vertical

# Logo Lockup Types

## CUSTOM: Collegiate Chapter

Collegiate Chapter name



International  
Chapter Name

Horizontal



International  
Chapter Name

Vertical

# Logo Lockup Types

## CUSTOM: International Chapter

International Chapter name



International  
Chapter Name

Horizontal



International  
Chapter Name

Vertical

# Logo Lockup Types

## CUSTOM: Region + Division

Division level (Middle School, High School, Collegiate) + Region name



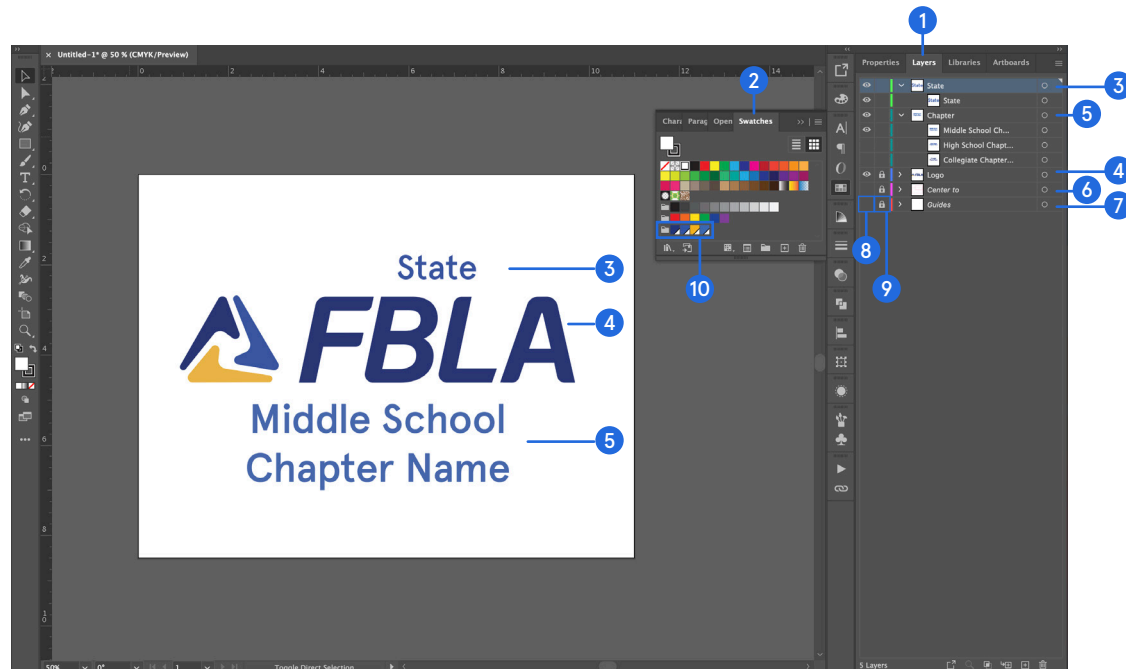
Horizontal



Vertical

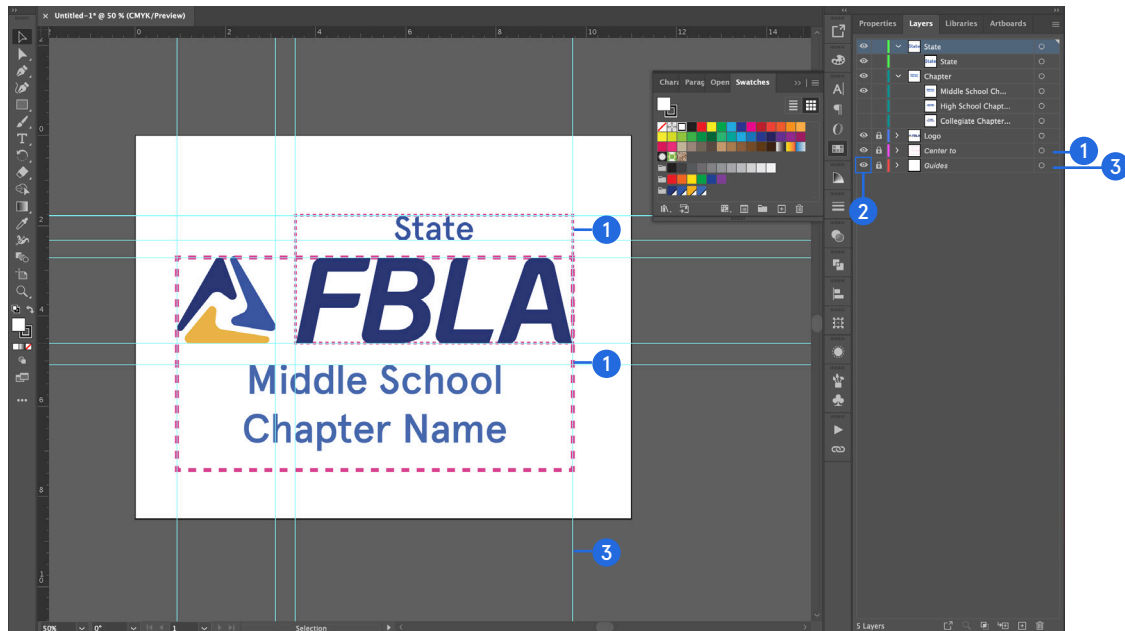
- 1 Layers panel
- 2 Swatches panel
- 3 State layer
- 4 Logo layer
- 5 Center to layer
- 6 Division layer
- 7 Guides layer
- 8 Layer visibility toggle  
(layer contents not visible or editable when box blank)
- 9 Layer lock toggle  
(layer contents not visible or editable when box is blank)
- 10 FBLA Colors group

## ANATOMY OF A TEMPLATE FILE



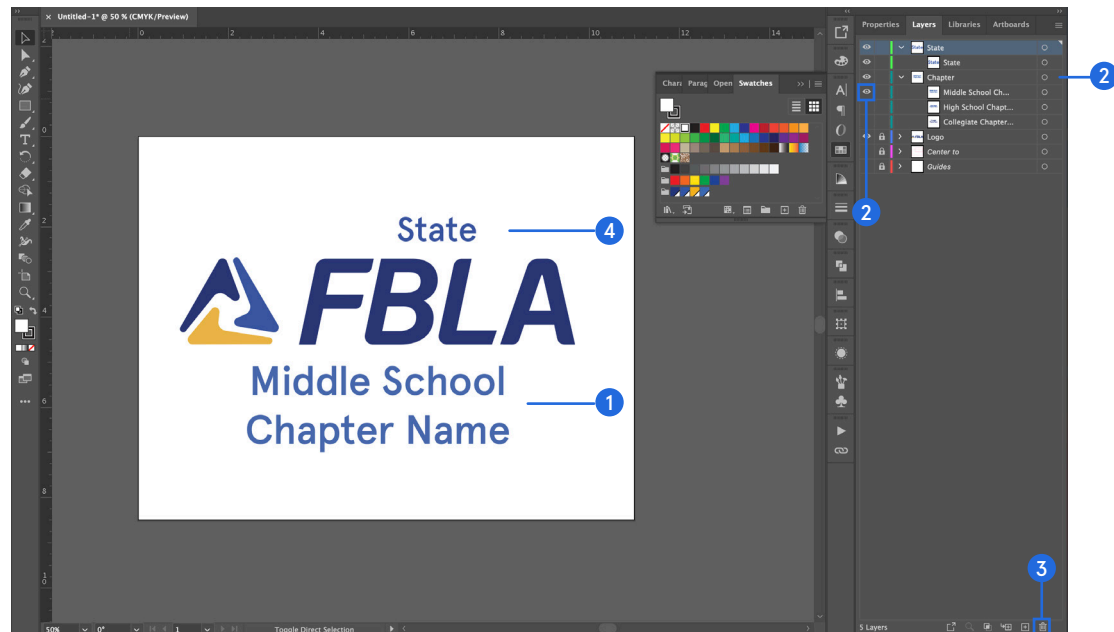
- 1 The 'Center to' layer contains sublayers with pink dashed outlines which provide a visual guide for logo elements that should be centered together. For example, State text should be centered above the FBLA acronym, and Chapter text is centered below the width of the full FBLA logo. In case of misalignment, choose the elements that need to be centered together and use the alignment options (Window menu > Align).
- 2 Make sure to hide the layer by clicking on the eye icon before exporting/saving files, otherwise the pink lines will be visible as part of the logo.
- 3 The 'Guides' layer contains sublayers with guidelines for visual reference of element placement.

## ANATOMY OF A TEMPLATE FILE



- 1 Each division level is a different color (refer to *Section 04 Logo Lockups*, p. 43, for more info) with its own sublayer.
- 2 To choose a division level, go to the **Chapter/Division** layer and click on the **layer visibility box** next to the necessary level so that the eye icon is visible.
- 3 Once you have chosen the appropriate chapter/division level sublayer, **delete all the other unused division sublayers** by selecting them and clicking on the trash can icon at the bottom right corner.
- 4 To customize text: Triple-click on the line of text to select all and type. The chapter text box will wrap longer names onto two (and sometimes three) lines. Avoid having only one word on a line by itself. For example, if “High” and “School” are split up and “School” is alone on the next line, add a soft return before “High” so that “High School” is on the same line.

## BASICS OF CUSTOMIZATION



# Saving A Template (AIT) File

Once a customized source color version of a logo is created, save an editable AIT (Adobe Illustrator template) file as a back-up, in the event that a change needs to be made to the text at a later date. **This step should be done before text is converted to outlines to create all other versions of the logo.**

AIT files are the only file formats saved with editable text. They are exclusively for internal FBLA use and are not provided for external use. (Only the original color version is necessary for these, so there is one horizontal color AIT and one vertical color AIT). They are saved in a separate ZIP file labeled AIT and uploaded to the AIT Templates folder in FBLA's Google Drive.

 FBLA\_State-Chapter\_Horizontal\_color.ait

 FBLA\_State-Chapter\_Vertical\_color.ait



 FBLA\_ST-ChapterDV-AIT.zip

- 1 Go to: File menu > Save a Copy.
- 2 Choose the folder to save the file in.

- 3 Type/paste in the name of the file.

#### FILE NAMING STANDARD:

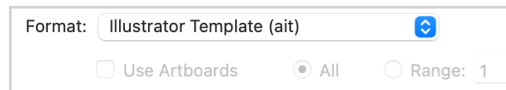
FBLA\_[StateAbbreviation]-[ChapterName][DivisionLevel]\_[Orientation]\_[colorversion]

*(Use this exact naming convention for consistency, paying close attention to hyphen and underscore use)*

#### Example:

FBLA\_AK-EIDoradoHS\_Horizontal\_color

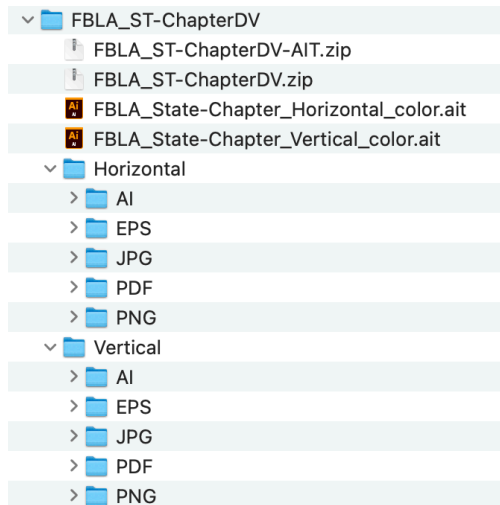
- 4 Click on the Format pull-down menu below; choose Illustrator Template (ait).



- 5 Click the 'Save' button.

# File Naming Format

## Sample folder and file setup



File naming is standardized using the following format for consistency. Use this exact naming convention, paying close attention to hyphen and underscore use:

`FBLA_[StateAbbreviation]-[ChapterName][DivisionLevel]_[Orientation]_[colorversion]`

### Examples:

FBLA\_AR-Guy-PerkinsMS\_Vertical\_navy.eps

FBLA\_AK-EIDoradoHS\_Horizontal\_color.ai

Folder/ZIP file naming follows a similar format:

`FBLA_[StateAbbreviation]-[ChapterName][DivisionLevel]`

### Examples:

Parent Folder: FBLA\_AR-Guy-PerkinsMS

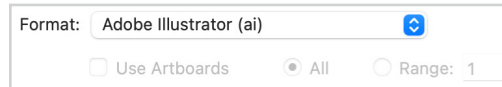
ZIP Files: FBLA\_AR-Guy-PerkinsMS-AIT.zip (*internal FBLA use*)


FBLA\_AR-Guy-PerkinsMS.zip (*external deliverable*)

# Setting Up Source Color Version (AI)

After the editable template files (AIT) have been saved, all text can be converted to outlines to create the different color versions of the customized logo.

- 1 Select all customized text.
- 2 Go to: **Type menu > Create outlines.**  
*(This converts text into objects and can no longer be edited as text.)*
- 3 Go to: **File menu > Save As.**
- 4 Type/paste in the name of the file. The file name should be the same as the AIT file.
- 5 Click on the Format pull-down menu below;  
**choose Adobe Illustrator (ai)**



Format: Adobe Illustrator (ai) 

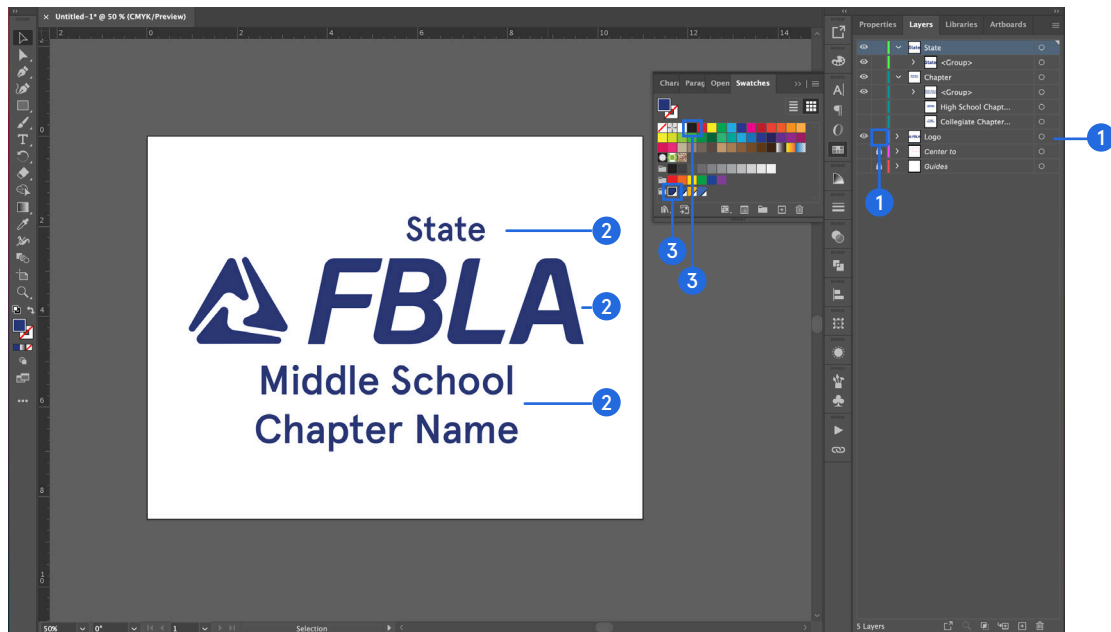
Use Artboards     All     Range: 1

- 6 Click the **'Save'** button.

# One-Color Version: Navy, Black

To create a one-color version of the logo in navy or black:

- 1 Make the FBLA logo editable by clicking on the layer lock box (so that the lock icon is not visible) on the Logo layer to unlock it.
- 2 Select all elements, including the FBLA logo.
- 3 Choose a color swatch from the Swatches panel (Navy = FBLA Navy in the FBLA Colors group or Black).
- 4 Lock the Logo layer before saving.

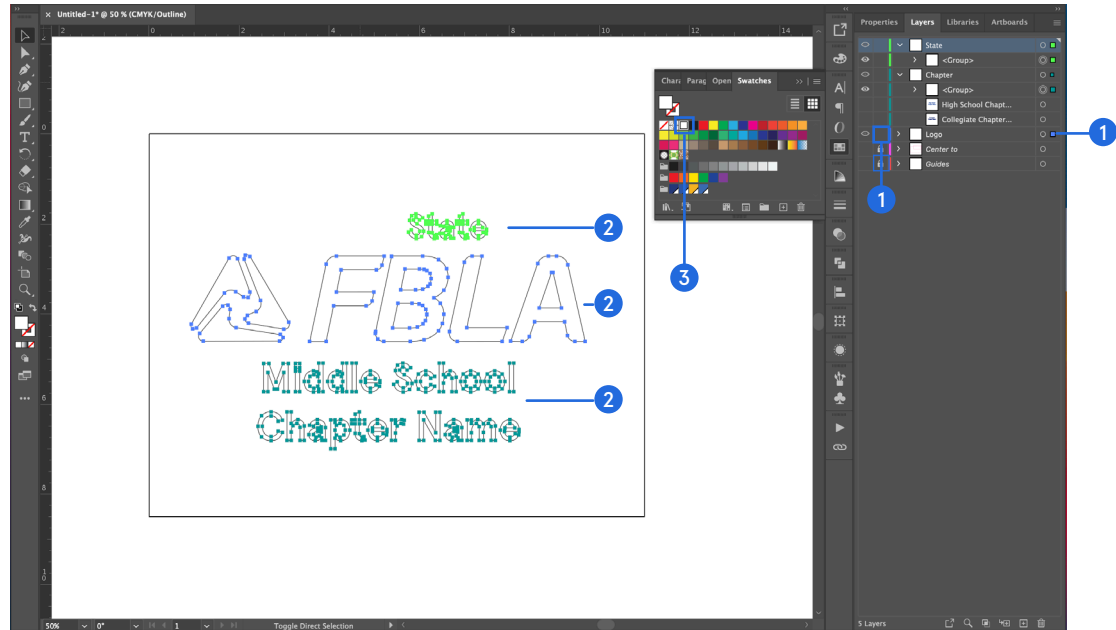


# One-Color Version: White

To create a one-color version of the logo in white:

- 1 Make the FBLA logo editable by clicking on the layer lock box (so that the lock icon is not visible) on the Logo layer to unlock it.
- 2 Select all elements, including the FBLA logo.
- 3 Choose the White color swatch from the Swatches panel.
- 4 Lock the Logo layer before saving.

White logos are saved in Outline View mode (View menu > Outline) to make the elements visible. (Note: The outlines are for viewing purposes only, they will not print or be visible when saved.)

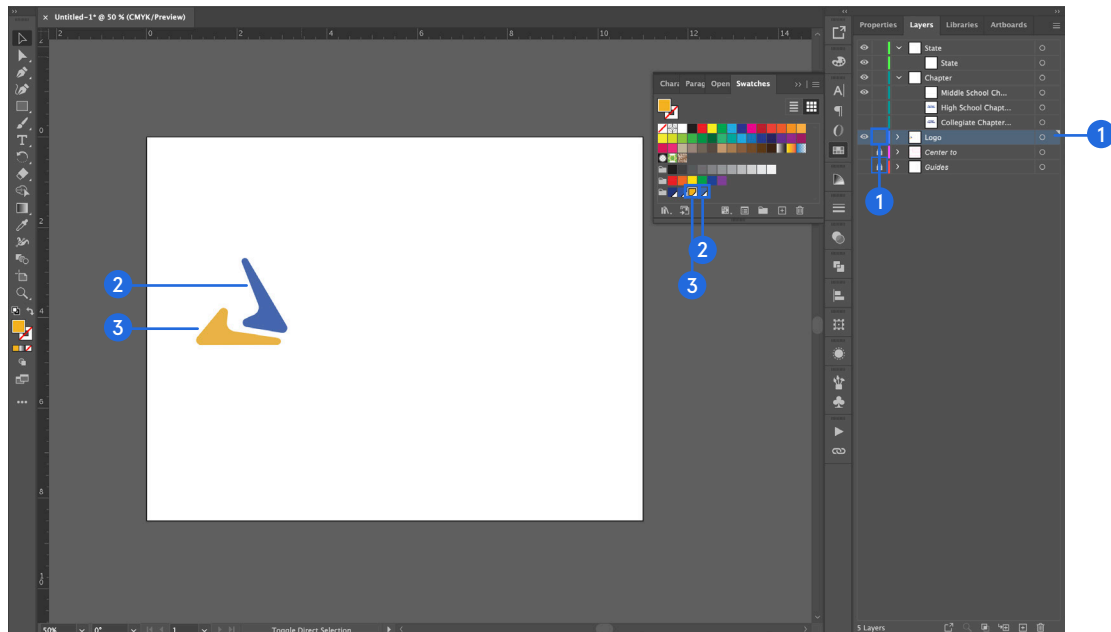


# Color-Reverse Version

To create a color-Reverse version using the one-color white version:

Start with the one-color white version. Go to **View menu > Outline** to make the logo elements visible.

- 1 Make the FBLA logo editable by clicking on the layer lock box on the Logo layer to unlock it.
- 2 Select the right piece of the Delta logo mark, then select the lightest blue from the FBLA Colors group in the Swatches panel.
- 3 Select the bottom piece of the Delta logo mark, then select the yellow from the FBLA Colors group in the Swatches panel.
- 4 Go to **View menu > Preview** to return to regular viewing mode.
- 5 Lock the Logo layer before saving.



# Saving File Formats

Each version of the customized logo (horizontal and vertical) is provided in several file formats:

- Vector/Print: AI, EPS, PDF
- Digital/Web: JPG (high-res and low-res), PNG (high-res and low-res with a transparent background)

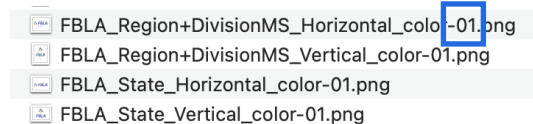
Each file format includes several color versions:

- Color, navy, black, white, color-Reverse (white w/color)

AI, EPS, and PDF files are saved with text converted to outlines to prevent font issues.

AI, EPS, and PDF files are set up/saved in CMYK color mode (template AIT files are set up in CMYK).

**NOTE:** Choosing the 'Use Artboards' option provides a "frame" of blank space around the logo. Adobe Illustrator automatically adds the number of the artboard (which is usually a number) to the file name when this option is chosen, so it needs to be manually deleted from the file name. (As of January 2023 there is no option to turn off this function.)



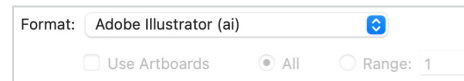
# Saving File Formats: AI

AI, EPS, and PDF files are saved with text converted to outlines to prevent font issues.

AI, EPS, and PDF files are set up/saved in CMYK color mode (template AIT files are set up in CMYK).

## To save AI (Illustrator AI):

- Go to File menu > Save a Copy (to prevent saving over an existing file)
- Choose the folder to save the file in.
- Type/paste in the name of the file.
- Click on the Format pull-down menu below to choose 'Adobe Illustrator (ai)' format.
- Click the 'Save' button.



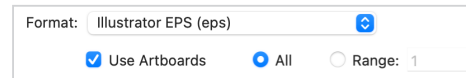
# Saving File Formats: EPS

AI, EPS, and PDF files are saved with text converted to outlines to prevent font issues.

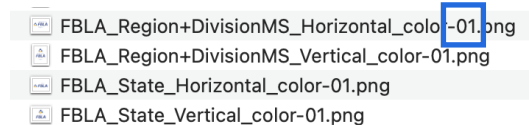
AI, EPS, and PDF files are set up/saved in CMYK color mode (template AIT files are set up in CMYK).

## To save EPS (Illustrator EPS):

- Go to File menu > Save a Copy (to prevent saving over an existing file)
- Choose the folder to save the file in.
- Type/paste in the name of the file.
- Click on the Format pull-down menu below to choose 'Illustrator EPS (eps)' format.
- Choose the 'Use Artboards' option.
- Click the 'Save' button.



**NOTE:** Choosing the 'Use Artboards' option provides a "frame" of blank space around the logo. Adobe Illustrator automatically adds the number of the artboard (which is usually a number) to the file name when this option is chosen, so it needs to be manually deleted from the file name. (As of January 2023 there is no option to turn off this function.)



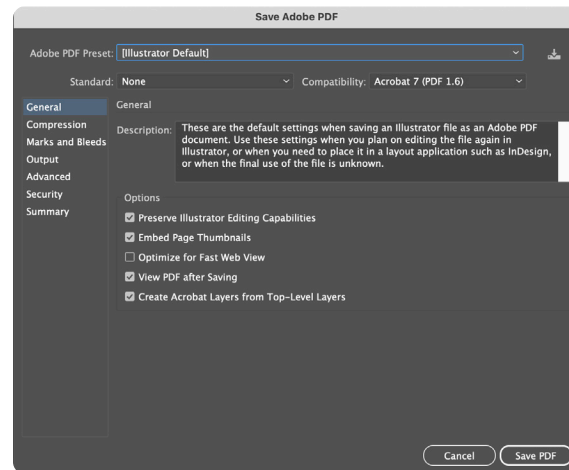
# Saving File Formats: PDF

AI, EPS, and PDF files are saved with text converted to outlines to prevent font issues.

AI, EPS, and PDF files are set up/saved in CMYK color mode (template AIT files are set up in CMYK).

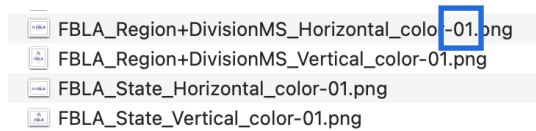
## To save PDF (Adobe PDF):

- Go to File menu > Save a Copy (to prevent saving over an existing file)
- Choose the folder to save the file in.
- Type/paste in the name of the file.
- Click on the Format pull-down menu below to choose format.
- In the Save Adobe PDF options window, choose the **'Preserve Illustrator Editing Capabilities'** box.
- Click the **'Save PDF'** button.



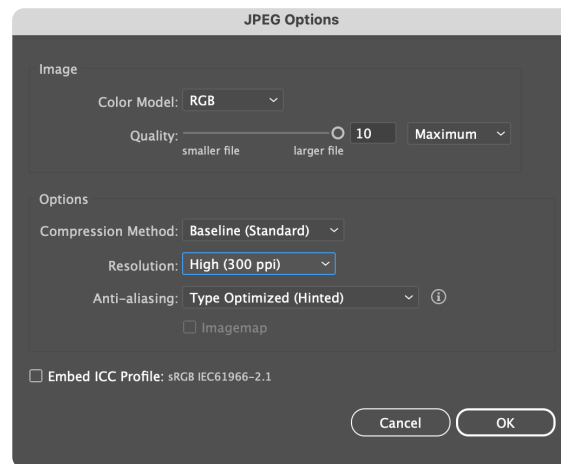
# Saving File Formats: JPG

**NOTE:** Choosing the 'Use Artboards' option provides a "frame" of blank space around the logo. Adobe Illustrator automatically adds the number of the artboard (which is usually a number) to the file name when this option is chosen, so it needs to be manually deleted from the file name. (As of January 2023 there is no option to turn off this function.)



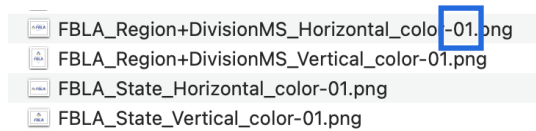
## To save JPG:

- Go to File menu > Export > Export As
- Choose the folder to save the file in.
- Type/paste in the name of the file.
- Click on the Format pull-down menu below to choose format.
- Choose the 'Use Artboards' option.
- Click the Export button.
- In the JPEG Options window:
  - Choose RGB from the Color Model menu
  - Set Quality to Maximum
  - Choose the Resolution setting: High (300 ppi), Screen (72 ppi)
  - Click the 'OK' button to save.



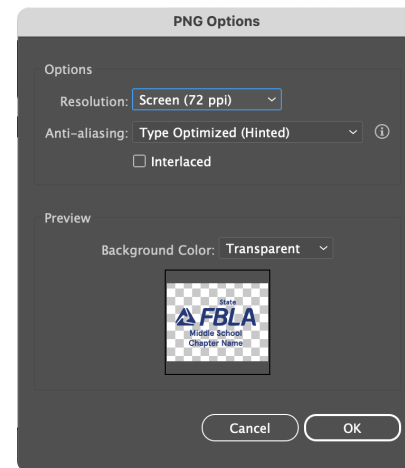
# Saving File Formats: PNG

**Note:** Choosing the 'Use Artboards' option provides a "frame" of blank space around the logo. Adobe Illustrator automatically adds the number of the artboard (which is usually a number) to the file name when this option is chosen, so it needs to be manually deleted from the file name. (As of January 2023 there is no option to turn off this function.)



## To save PNG:

- Go to File menu > Export > Export As
- Choose the folder to save the file in.
- Type/paste in the name of the file.
- Click on the Format pull-down menu below to choose format.
- Choose the 'Use Artboards' option.
- Click the 'Export' button.
- In the PNG Options window:
  - Choose the **Resolution setting: High (300 ppi), Screen (72 ppi)**
  - Choose 'Transparent' for the **Background Color** option
  - *Note: If you chose the 'Use Artboards' option there should be space around the logo*
- Click the 'OK' button to save.

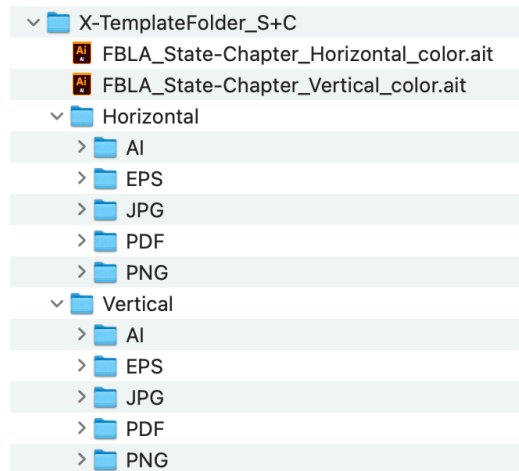


# File Organization

AIT (Adobe Illustrator Template) files are saved in a separate ZIP file labeled AIT and uploaded to the AIT Templates folder in FBLA's Google Drive for internal FBLA access/use only.

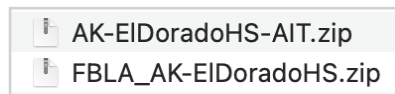
The final ZIP file which is provided for external use should contain the Horizontal and Vertical folders, which each contain folders for the various color versions and file formats.

## Sample folder and file organization (before creating ZIP files)



# Notes on Logo Customization

- Before saving the AI, EPS, and PDF formats: The 'Logo', 'Center To', and 'Guides' layers should be locked.
- White and color-Reverse logos do not have PDF or JPG formats
- JPGs and PNGs are exported with 'Use Artboards' option, RGB, high-res = 300 dpi, low-res = 72 dpi
- PNG files should be saved with transparent background
- Choosing the 'Use Artboards' option provides a "frame" of blank space around the logo. Adobe Illustrator automatically adds the number of the artboard (which is usually a number) to the file name when this option is chosen, so it needs to be manually deleted from the file name. *(As of January 2023 there is no option to turn off this function.)*
- AIT folder/ZIP naming:  
StateAbbreviaion-ChapterName-AIT
- Main request folder/ZIP naming:  
FBLA\_StateAbbreviation-ChapterName



02

Logo



## Primary Logo

The FBLA logo incorporates the organization's traditional colors of navy and gold. The Delta brandmark represents FBLA's long-standing commitment to the ideals of service, education, progress, and support to students in middle and high school as well as at the collegiate level.

The triangular shape of the Delta brandmark also represents the change or progress our students experience on their business education journey and reinforces the importance of each part of the whole coming together to achieve success.



**The three parts of the Delta brandmark represent the ideals of service, education, and progress and FBLA's three divisions.**

With this brandmark we see it is only when the ideals and divisions come together that the triangle—the strongest geometric shape—is formed, creating a visual representation of the strength of FBLA.

# Logo Variations

Variations of the primary logo include: a horizontal orientation, a vertical orientation, a horizontal orientation with the full name, as well as the Delta landmark used on its own for social icons.



Horizontal



Vertical



Future Business Leaders of America

Horizontal with Full Name



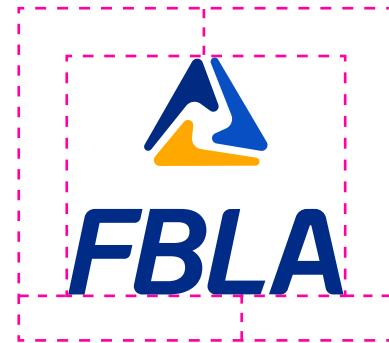
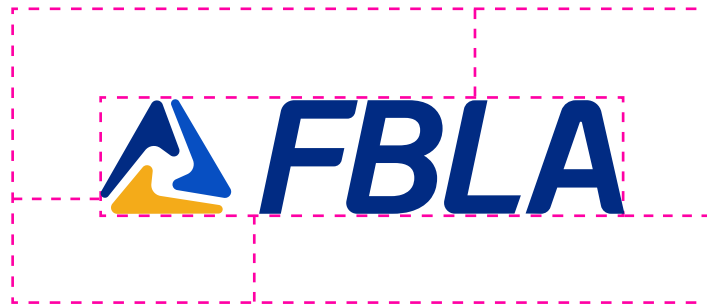
Social Icons

# Spacing & Sizing Requirements

Clear space around the logo helps it stand out by separating it from nearby copy and other visual elements. There should be no other elements in the defined clear space. The clear space should be 1/6th of the logo's width, spanning the entire perimeter.

In addition to the requirement specified above, always allow for as much white space around the logo as possible.

Clear space should be equal to one sixth the width of the full logo at all times.  
The larger the logo is, the more clear space should be around it.



Make sure the Delta + Logo Type combined are kept at this proportion.



Min. width: 1.5"



Min. width: 2"



Min. width: 1"



Min. width: 0.5"

# Incorrect Logo Usage

In order to maintain a strong and visually consistent brand, keep the logo in its original state. Do not add to, or change anything about, the logo. These usage guidelines apply to all versions of the logo.

The Delta brandmark may not be used monochromatically (all in one color) on its own without the appropriate paired FBLA acronym.

DO NOT: Stretch, distort, or wrap the logo.



DO NOT: Use colors outside of the official color palette, black or white.



DO NOT: Add effects to the logo.



DO NOT: Tilt the logo.



DO NOT: Use the 'FBLA' type without the Delta.



DO NOT: Use a single color Delta on its own without the 'FBLA' type.



03

Colors



# Brand Colors

The official brand color palette is composed of the primary (navy, blue, gold) and secondary (cobalt, white, black) colors. There are no exceptions.

References for both the digital (HEX, RGB) and print-ready (CMYK, PMS) values of each color are detailed here. Use only this color information.

Navy  
#0a2e7f  
R10 G46 B127  
C100 M92 Y20 K9

PMS 288

Blue  
#1d52bc  
R29 G82 B188  
C89 M74 Y0 K0

PMS 2728

Gold  
#f4ab19  
R244 G171 B25  
C89 M38 Y100 K0

PMS 7409

White  
#ffffff  
R255 G255 B255  
C0 M0 Y0 K0

Cobalt  
R34 G106 B221  
C81 M60 Y0 K0  
#226add

PMS 2727

Black  
R45 G43 B43  
C69 M65 Y63 K65  
#2d2b2b

PMS Process Black

 **FBLA**

 **FBLA**

 **FBLA**

 **FBLA**

 **FBLA**

 **FBLA**

## Color Usage in Logo Variations

When the logo is on a white background: The right part of the Delta is blue.

When the logo is on a navy background: The left part of the Delta changes from navy to white, and the right part changes from blue to cobalt.

Navy

Blue

Cobalt



White Background



Navy Background

# One Color Logo Variations

For better contrast and accessibility, specific rules must be applied when using the logo with color backgrounds.

When using a gold or cobalt background: Use an all white or all navy version of the logo.

On a blue background: Use only the all white version of the logo.



Gold Background



Cobalt Background



Blue Background

04

Logo Lockups



# Secondary Logos

The secondary logo includes all lockup options for the various states, chapters, and divisions of FBLA. There are specific rules for the horizontal and vertical orientation as well as the colors used for each division.

## IMPORTANT NOTE

These rules must be followed, and there may not be any additional elements added to these logos. Examples include, but are not limited to, any state specific imagery, colors, or school emblems.

## HORIZONTAL



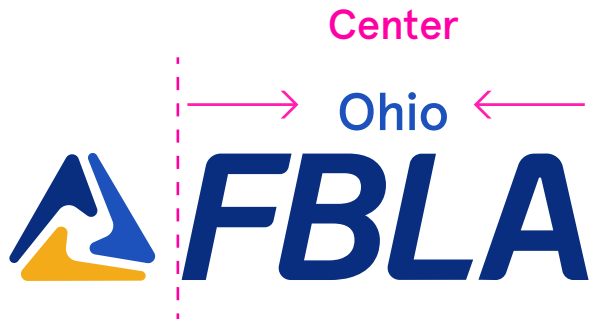
## VERTICAL



## Secondary Logo Lockups: States

For state specific logos, the name of the state will be added to the top of the logo and centered above the text portion of the logo.

The same rules apply to the lock up using the primary colors. When using the full-color lockup on a navy background, the navy becomes white, and cobalt replaces the blue in the Delta and the logo type.

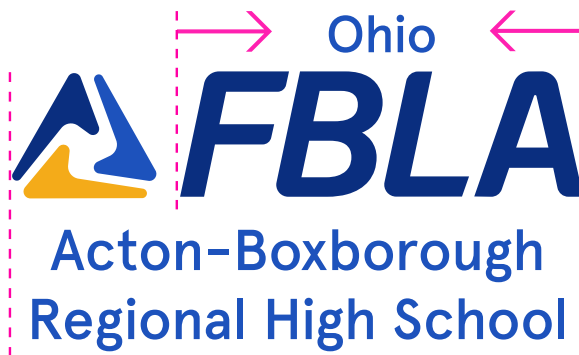


## Secondary Logo Lockups: State + Chapter

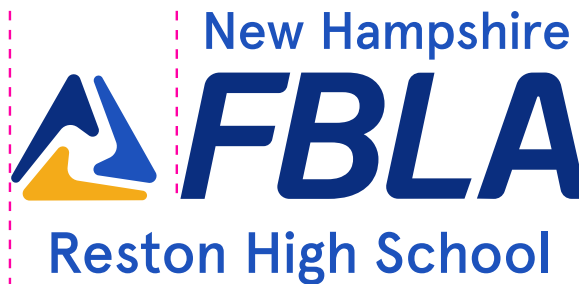
For state and chapter logos, the name of the state will be added to the top of the logo and centered above the text portion of the logo.

The Chapter will be added below the logo and centered to the entire logo. If the name of the chapter exceeds the full width of the logo, the name must be stacked to fit.

The same rules apply to the lock up using the primary colors. When using the full-color lockup on a navy background, the navy becomes white, and cobalt replaces the blue in the Delta and the logo type.



Stacked



Stacked

# Secondary Logo Lockup: Divisions

The varying shades of blue denote how each middle school, high school, and collegiate chapter is unique while still being connected to FBLA. The use of the gold color for “FBLA Network” distinguishes it from the school divisions, while using a primary color to reinforce its connection to the overall organization.

For this logo lockup, the division title will be added underneath the logo and centered to the full width of the primary logo in its assigned color.

On the color background version of a division logo lock up, the Delta and text should be all white. An all navy variation may be used only on cobalt and gold backgrounds.



# Secondary Logo Lockup: International

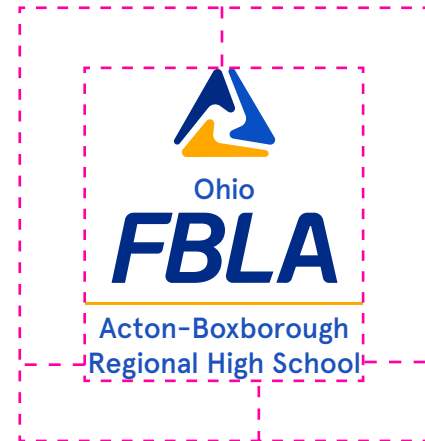
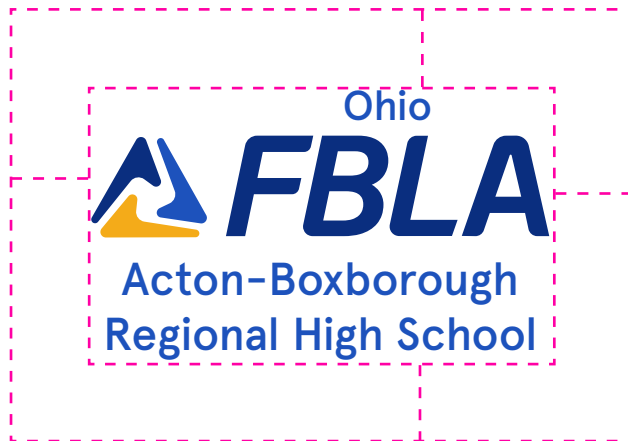
International Chapters in Canada  
and China



# Spacing & Sizing Requirements

Just like the primary logo, for all secondary logo variations the clear space should be 1/6th of the logo width around the parameter. That includes all additional text above and/or below.

For readability, the logo text must be at least 8pt in size. When more white space is possible around the logo, always take it.



Min. width: 1.5"



Min. width: 1.5"



Min. width: 2"

05

Typography



# Typography

Our brand's typographic identity relies heavily on the use of Apercu. The alternate primary option is Arial. We have selected these typefaces because they work well in both digital and print executions.

While Bold can be used for headlines, Medium (in uppercase) works well for subheads. For body copy on dark backgrounds with white text, use Medium for increased readability.

## PRIMARY

Sans serif

### Apercu Pro

## ALTERNATIVE

Arial can be used when Apercu is not available.

Arial Bold

Headlines

SUBHEADS

Arial Regular

Body Copy

Arial Italic

## Apercu Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa

HEADLINES

## Apercu Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa

SUBHEADS

## Apercu Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa

BODY COPY

## *Apercu Pro Italic\**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

*\*Italic is also available in Bold + Medium weights*

Aa

BODY COPY

# Headline

Apercu Bold

Apercu Medium

## SUBHEADLINE

Apercu Italic  
Call outs

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod *tincidunt* ut laoreet dolore magna quam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ulla.

Apercu Medium  
Body Copy  
(Dark Background)

# Typography

Serif fonts are traditionally used in print where there are large sections of copy due to its increased readability.

Examples of instances to use the serif option include letterheads, professional documents, magazines or newsletters, booklets, etc.

While Bold can be used for headlines, SemiBold works well for subheads as well as for body copy on dark backgrounds for readability.

## SECONDARY

Serif Option

### Gelasio

## ALTERNATIVE

Georgia can be used when Gelasio is not available.

Georgia Bold

Headlines

SUBHEADS

Georgia Regular

Body Copy

Georgia Italic

## Gelasio Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa

HEADLINES

## Gelasio SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa

SUBHEADS

## Gelasio Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

Aa

BODY COPY

## Gelasio Italic\*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

\*Italic is also available in Bold + SemiBold weights

Aa

BODY COPY