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Typography

PRINCIPAL TYPE HEADLINE + BODY USE CASES

The primary type in the BMAG brand system, Futura is classic, structured and versatile. A geometric type, it is bold and yet accessible. At large sizes, in Bold weight, it commands attention and interest. As body copy, it remains legible and user-friendly. It comes in a variety of bold weights, can be used for emphasis.

FUTURA

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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