

fonts

NAUGHTY MONSTER

REGULAR ONLY

Headlines & Titles

With its dynamic all-caps verticals and organic shapes, Naughty Monster gives a sense of playfulness while offering a bold, structural feel. Lifeway uses a custom version of the Naughty Monster font, which includes extra characters (E, F, G, I, a, b, h, m, n, r, á, ñ, É). These are accessed through OpenType features in compatible design software.

To purchase this version, visit ardyanatypes.com/product/naughty-monster and choose “Naughty Monster Family.”

Ligature guide:

DO NOT USE
oo o o o o o o o o

USE WITH DISCRETION
G L Y L T fl

New Farm

Secondary & Subheads

New Farm is a clean and easy to read typeface that reminds one of a neon sign. Spherical curves and circle counterforms create a young but also distinguished vibe. It’s quirky compared to a standard sans-serif font and will partner well with Proxima Nova. Available through Adobe Typekit, New Farm is functional and prepped and PDF capability. New Farm is an Adobe font.

Proxima Nova

Body, Heads, Subheads

Proxima Nova is the body copy workhorse for VBS. Available through Adobe Typekit, it comes in dozens of weights, offers multi-lingual support, and allows PDF embedding in the desktop license.

