



ARROWWOOD COOPERATIVE
Type and Color Studies

I. TYPE

 **Lora**
Lora
for Headings
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

 **Effra**
Effra
for Body Copy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

 Lora
for Headings

Lora

Lora is a well-balanced contemporary serif with roots in calligraphy. It is a text typeface with moderate contrast well suited for body text. A paragraph set in Lora will make a memorable appearance because of its brushed curves in contrast with driving serifs. The overall typographic voice of Lora perfectly conveys the mood of a modern-day story, or an art essay. Technically Lora is optimised for screen appearance, and works equally well in print.

 Effra
for Body Copy

Effra

Effra is a sans-serif typeface designed by Fabio Luiz Haag and Jonas Schudel. It was released through Dalton Maag in 2008. Effra has grotesque characteristics mixed with humanist design details which gives it a unique and distinctive appearance. Effra is available in five weights—light, regular, medium, bold and heavy—each with matching italics.

36 pt
Lora for Headings

Arrowwood Hills Cooperative

12 pt
Effra for Body Copy

Lam doloribus mo berfero earcil inis aut mi, sunt eate consedi ipsantur, aut ent, comnis moluptae simolup tassinu scipis ut inum a doluptat. Pidisit ibusciet omnimin non enecabo. Met eatatius, quia ipit, ommodit pro quassitatum intem fuga. Cipient lat parum imincil luptume corenis voluptatem apiende bistrum solorum sed mo to minullut alitas dolor as amet, con ne ommolor iaectio corecti a nonsenese nimoluptas pro molupti aut quis dolorem consequatem id molutatem accus, que officias nulliae digniscit ipsapic tenda doloriorem harchit ibusanduntis excerore plaborias quibus, occullo repedisitae repelest, ulparisinis non natur assimpe llorisi int aut lauda veliquaeri dolorescius, quidus doloremporro berione mporibu stotaqu aernam consequis illessitaqui dolorempos expella consequatque volore ne nonsequideri sunt. Excerptatus experfe rcipsus moloriam, sinissundit abor aut fugia aute pereper iberum re est, si con consequam re litae core volessum lanturibus, volupta sectet officiassim estiunt hillaut mi, quiaect emporeri venis aliqu perias dis doluptae est, conse dolum niminul laccabo restibus.

Lora & Effra

☎ (212) 555-0110

Arrowwood Hills Cooperative

[home](#) [about](#) [services](#) [clients](#) [news](#)
[contact](#)

ARROWWOOD HILLS COOPERATIVE

**Friendly and inclusive housing cooperative on the North
side of Ann Arbor.**

☎ (212) 555-0110

arrowwood hills cooperative

[home](#) [about](#) [services](#) [clients](#) [news](#)
[contact](#)

ARROWWOOD HILLS COOPERATIVE

**Friendly and inclusive housing cooperative on the North
side of Ann Arbor.**

Just another example with all lowercase, since you mentioned that was something you liked on the example websites.

Advocating for affordable community housing since 2003

Headquartered in New York City with a satellite office in Los Angeles, Harris Ingram LLP represents creative clients on and between coasts. Our firm specializes in all Intellectual Property matters, from the seed of an idea to the final product. Whether you're a musician, designer, engineer, or small business owner, we will not only protect what you create, but we'll also help it thrive in the world. We bring extensive experience and professionalism to every case and customize our support to your individual needs and concerns.

Our attorneys have been practicing for over a decade and started during the .com internet boom of the late 90s. We're on the pulse of modern technology and media, and have monitored their evolution to inform our own legal approaches—all to give you exceptional advice that will last for years to come.

Contact


➤ LOCATION


777 Nameless Ave.
New York, NY 00000

☎ CONTACT

placeholder@example.com
(212) 555-0110

II. TYPE

 **InterFace**
InterFace
for Headings ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

 **Calluna**
Calluna
for Body Copy ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890


InterFace
for Headings

InterFace

The design of InterFace is influenced by the sans serif fonts of the late 19th Century. While many of the features are Grotesque, a softer look is achieved by blending in some humanist features, such as how the curved strokes meet the straight stems. The fractionally raised x-height allows for a slightly narrower design to increase the letter count where space is at a premium. InterFace's highly individual design features on some characters support a unique look, which helps a brand or identity stand out from the crowd.


Calluna
for Body Copy

Calluna

Calluna is a serif typeface designed by Dutch designer Jos Buivenga and released in 2009 through the exljbris font foundry. I think Calluna has interesting characteristics that set it apart from other serif fonts, such as the slope of the serifs on the descenders of the p and q. The italic takes on more of a flowing, calligraphic feel. Calluna Sans is available as a serif counterpart to Calluna.

36 pt
InterFace for Headings

Arrowwood Hills Cooperative

12 pt
Calluna for Body Copy

Lam doloribus mo berfero earcil inis aut mi, sunt eate consedi ipsantur, aut ent, comnis moluptae simolup tassinu scipis ut inum a doluptat. Pidisit ibusciet omnimin non enecabo. Met eatatius, quia ipit, ommodit pro quassitatum intem fuga. Cipient lat parum imincil luptume corenis voluptatem apiende bistrum solorum sed mo to minullut alitas dolor as amet, con ne ommolor iaectio corecti a nonsenese nimoluptas pro molupti aut quis dolorem consequatem id molutatem accus, que officias nulliae digniscit ipsapic tenda doloriorem harchit ibusanduntis excerore plaborias quibus, occullo repeditae repelest, ulparisinis non natur assimpe llorisi int aut lauda veliquaeri dolorescius, quidus doloremporro berione mporibu stotaqu aernam consequis illessitaqui dolorempos expella consequatque volore ne nonsequideri sunt. Excerptatus experfe rcipsus moloriam, sinissundit abor aut fugia aute pereper iberum re est, si con consequam re litae core volessum lanturibus, volupta sectet officiassim estiunt hillaut mi, quiaect emporeri venis aliqu perias dis doluptae est, conse dolum niminul laccabo restibus.

InterFace & Calluna

☎ (212) 555-0110

arrowwood hills cooperative

[home](#) [about](#) [services](#) [clients](#) [news](#)
[contact](#)

ARROWWOOD HILLS COOPERATIVE

**Friendly and inclusive housing cooperative on the North side of
Ann Arbor.**

Advocating for affordable community housing since 2003

Headquartered in New York City with a satellite office in Los Angeles, Harris Ingram LLP represents creative clients on and between coasts. Our firm specializes in all Intellectual Property matters, from the seed of an idea to the final product. Whether you're a musician, designer, engineer, or small business owner, we will not only protect what you create, but we'll also help it thrive in the world. We bring extensive experience and professionalism to every case and customize our support to your individual needs and concerns.

Our attorneys have been practicing for over a decade and started during the .com internet boom of the late 90s. We're on the pulse of modern technology and media, and have monitored their evolution to inform our own legal approaches—all to give you exceptional advice that will last for years to come.

Contact

➤ LOCATION

777 Nameless Ave.
New York, NY 00000

☎ CONTACT

placeholder@example.com
(212) 555-0110

III. COLOR

