

# *italic*INCLUSIONS



Italic inclusions (italics appearing in copy and brandmarks) is a way to add an air of sophistication or informality to the brand, depending on how it is used. Lowercase italics can feel friendly, feminine, and warm, while ornamental capitals can feel stately or serene. Regardless of use, italics in branding bring the designer's presence forward by invoking intention, but when used successfully can direct the eye, or alter pronunciation and perception.