

TYPOGRAPHY

Typeface Usage:

Helvetica LT std - Condensed

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.,;(:*!?)

Helvetica LT std - Condensed Oblique

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.,;(:!?)*

Helvetica LT std - Bold Condensed

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.,;(:*!?)

Helvetica LT std - Bold Condensed Oblique

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.,;(:*!?)

Helvetica LT std - Black Condensed

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.,;(:*!?)

Helvetica LT std - Black Condensed Oblique

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.,;(:*!?)

Helvetica -Condensed Standard: Is primarily used for Body Copy. Condensed Oblique may also be used to call emphasis to small amounts of text.

Typeface usage will vary from project (see "Visual Reference - Example 1" line card on pg. 6).

Helvetica - Black Condensed Oblique -or- Standard used on H1: The primary / main heading for project.

Alternate Typeface Usage:

Although Helvetica is a very traditional typeface family, it does not come pre-packaged on all computers and as such may not always be available. That said, there are several other acceptable typeface alternatives that we allow.

Univers: This is another typeface which is frequently used as an alternative where Helvetica is not available, unfortunately much like Helvetica, Univers does not always come pre-installed on many computers. One of the more common applications of this typeface is on our packaging.

Arial: Typically used in Power Point presentations and Word Documents due its similarity to the Helvetica font family, as well as being a common typeface that is generally installed on all computers.

Verdana: Only used as an alternative typeface for web related projects.

Note: If one of these alternative fonts is used, then it should be used uniformly throughout the project. If more than one typeface is desired for a project, it should never exceed more than two different fonts.