

05. TYPOGRAPHY

05.01 TYPE USAGE · 05.02 LIMITED USE TYPEFACES

05. TYPOGRAPHY

TYPE USAGE

Avenir Medium and Avenir Black are the primary fonts used. Avenir Black is the main font for subheads, and shorter amounts of text. Avenir Medium is the first choice for longer length text and body copy. Ambassador Plus Sans is used for main headlines in printed material. The web specific font, Lato, is to be used only for web purposes.

PRIMARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR BLACK

PRIMARY (PRINT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AMBASSADOR PLUS SANS

SECONDARY (PRINT)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FUTURA MEDIUM

*Futura Medium is only to be used where readability is a concern for title headers. It is meant to replace Ambassador Plus Sans in those rare instances.

PRIMARY (WEB)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LATO LIGHT

05. TYPOGRAPHY

LIMITED USE TYPEFACES

Garamond and Avenir Next Condensed Medium are meant to be used in rare instances for print collateral. They are meant for limited use only in specific instances per the usage guidelines below.

SECONDARY (LIMITED USE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GARAMOND

*Garamond should only be used on official documents from the President's office.

SECONDARY (LIMITED USE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR NEXT CONDENSED MEDIUM

*Avenir Next Condensed Medium should only be used in rare instances where print collateral contains a great deal of copy. Usually copy can be cut or kept at a minimum, however, if cutting copy is not an option you may use this condensed font. Please use this only as a last resort.