

FONTS

House Typography

The character of the typefaces we use —the house typography—is important to our brand recognition, both internally and externally. To communicate a consistent corporate image, the typefaces we use are Helvetica (also known as Medium or Regular) and Helvetica Condensed families. If Helvetica is not available, use the Arial family. House typography should be used in all marketing materials and communications, such as sales promotion materials, brochures, advertisements, technical documents, etc.

Typography Guidelines

- Headlines, subheads and callouts:

Helvetica Bold Condensed

Helvetica Bold Condensed Oblique

Arial Bold

Arial Bold Italic

Arial Black

Arial Black Italic

- Body text:

Helvetica

Helvetica Condensed

Condensed Oblique

Arial

Arial Italic

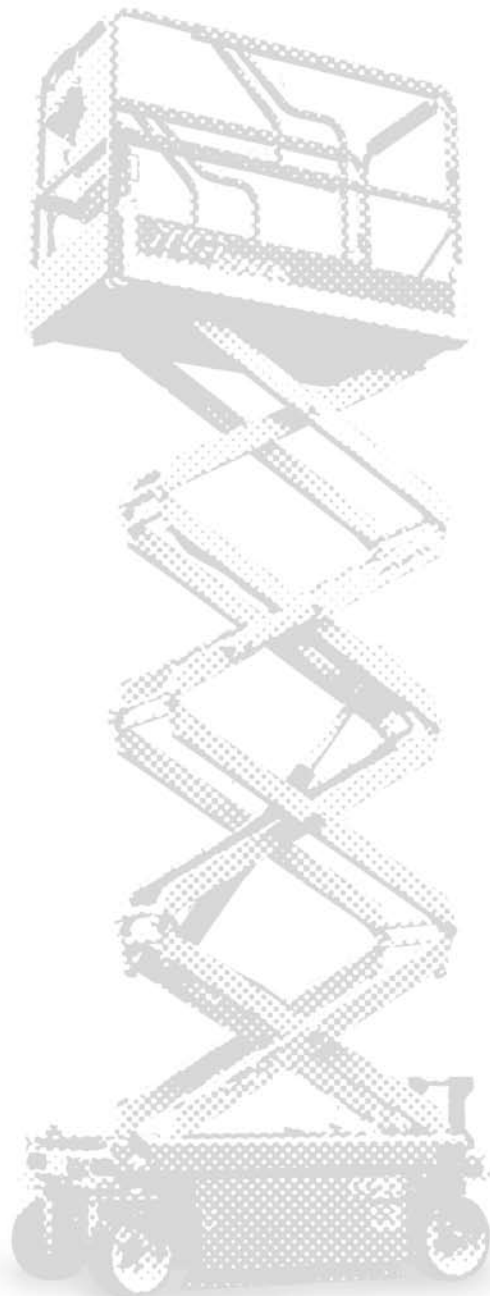
- Body text for communications and documentation:

Helvetica

Arial

- Body text for company correspondence:

Times New Roman



FONTS

Helvetica Medium Family

ABCDEFghijklmno 123456

Helvetica (also known as Medium or Regular)

ABCDEFghijklmno 123456

Helvetica, Oblique

ABCDEFghijklmno 123456

Helvetica, Bold

ABCDEFghijklmno 123456

Helvetica, Bold Oblique

Helvetica Condensed Family

ABCDEFghijklmno 123456

Helvetica, Condensed (aka Medium Condensed)

ABCDEFghijklmno 123456

Helvetica, Bold Condensed

ABCDEFghijklmno 123456

Helvetica, Condensed Oblique

ABCDEFghijklmno 123456

Helvetica, Bold Condensed Oblique

If Helvetica is not available, please use:

Arial Family

ABCDEFghijklmno 123456

Arial, Regular

ABCDEFghijklmno 123456

Arial, Italic

ABCDEFghijklmno 123456

Arial, Bold

ABCDEFghijklmno 123456

Arial, Bold Italic

ABCDEFghijklmno 123456

Arial, Black

ABCDEFghijklmno 123456

Arial, Black Italic

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Display Font

For use in headlines for printed campaign materials and displays.

Eurostile

ABCDEFghijklmno 123456

Eurostile, Regular (aka Medium)

ABCDEFghijklmno 123456

Eurostile, Oblique (aka Medium Oblique)

ABCDEFghijklmno 123456

Eurostile, Demi

ABCDEFghijklmno 123456

Eurostile, Demi Oblique

ABCDEFghijklmno 123456

Eurostile, Bold

ABCDEFghijklmno 123456

Eurostile, Bold Oblique

ABCDEFghijklmno 123456

Eurostile, Condensed

ABCDEFghijklmno 123456

Eurostile, Bold Condensed

ABCDEFghijklmno 123456

Eurostile, Extended 2

ABCDEFghijklmno 123456

Eurostile, Bold Extended 2

Text Font

For use in company correspondence, such as: company letters, faxes, emails, etc. Please see page 15 for more information.

Times New Roman

ABCDEFghijklmno 123456

Times New Roman, Regular

ABCDEFghijklmno 123456

Times New Roman, Italic

ABCDEFghijklmno 123456

Times New Roman, Bold

ABCDEFghijklmno 123456

Times New Roman, Bold Italic