

> APPROVED FONT STYLES

Termina Medium

THE QUICK BROWN FOX JUMPS
OVER A LAZY DOG.

Helvetica Neue LT Std

THE QUICK BROWN FOX JUMPS OVER A LAZY DOG.

The quick brown fox jumps over a lazy dog.

0123456789

Font Styles

Helvetica Neue LT Std

47 Light Condensed

57 Condensed

67 Medium Condensed

45 Light

55 Roman

65 Medium

75 Bold

85 Heavy

Font Hierarchy

HEADLINE

Subhead

Body Copy

Termina Medium, all caps, medium weight

Helvetica Neue, LT Std 67 Med. Condensed weight

Avenir, book weight