Brand Typography

Brand Primary Font: Avenir

Our primary font is **Avenir LT Std**. It is a sans-serif typeface designed by Swiss type designer Adrian Frutiger, who is best known for creating classic fonts like Univers and Frutiger. It is a clean versatile font as suitable for wayfinding and large signs, as it is for reports and on the web.

As it is our primary typeface, it should be used for all formal communications where a strong branded look is required.

Avenir LT Std 35 Light
Avenir LT Std Light Oblique
Avenir LT Std 45 Book
Avenir LT Std 55 Roman
Avenir LT Std 55 Oblique
Avenir LT Std 65 Medium
Avenir LT Std 65 Medium Oblique
Avenir LT Std 85 Heavy
Avenir LT Std 85 Heavy Oblique
Avenir LT Std 95 Black
Avenir LT Std 95 Black Oblique

**Microsoft Office**

Please note that Microsoft Office programs can have issues with Avenir, as these programs do not support third-party fonts. To reduce these issues, our Corporate Templates use Calibri for editable text in Microsoft Word and Franklin Gothic in PowerPoint.

**Microsoft Word: Calibri**

Calibri Regular
Calibri Bold

**PowerPoint: Franklin Gothic**

Franklin Gothic Book
Franklin Gothic Medium