

# 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***

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## 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**