

## TYPOGRAPHY

### HOUSCHKA IS OUR BRAND FONT.

In our mission symbol, it subtly blends straight, uncompromising lines with soft, approachable curves. In doing so, it also reflects our balanced focus on science and humanity.

**HOUSCHKA EXTRA BOLD** is our primary headline font and is preferably used in all caps.

**HOUSCHKA BOLD** is our secondary headline font and can be used in sentence case or all caps to bring more humanity to layouts.

HOUSCHKA MEDIUM and HOUSCHKA LIGHT are our body copy fonts. They are precise and readable.

Primary typeface  
**Houschka Alt Pro Extra Bold**

AaBbCc

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$\$%&\*()

Primary typeface  
**Houschka Alt Pro Bold**

AaBbCc

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$\$%&\*()

Primary typeface  
**Houschka Alt Pro Medium**

AaBbCc

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$\$%&\*()

Primary typeface  
**Houschka Alt Pro Light**

AaBbCc

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$\$%&\*()

## HOUSCHKA ALT PRO CONTEXTUAL ALTERNATES OFF

HOUSCHKA ALT PRO HAS A NUMBER OF CONTEXTUAL ALTERNATES IN ITS FONT OPTIONS.

The correct font option for the Alzheimer's Association is Houschka Alt Pro **Contextual Alternates OFF**.

Since various design software programs have different default settings, please double check that the font is displaying correctly as **Contextual Alternates OFF**.

For additional help, please contact [brandhelp@alz.org](mailto:brandhelp@alz.org).

### ~~INCORRECT~~

~~HOUSCHKA ALT PRO  
CONTEXTUAL ALTERNATES ON~~

~~AaMmWw~~

~~abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%&\*()~~

### CORRECT

HOUSCHKA ALT PRO  
CONTEXTUAL ALTERNATES OFF

AaMmWw

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%&\*()

## ALTERNATE TYPOGRAPHY

When Houschka is not appropriate or unavailable, use Arial or Times New Roman.

ARIAL and **ARIAL BOLD** are informal typefaces that work well in textual contexts because of their high readability. They are a good choice for digital platforms – presentations, applications and on the web. Arial is common on all platforms and can be substituted when Houschka is not an option.

TIMES NEW ROMAN and **TIMES NEW ROMAN BOLD** are more formal typefaces ideal for layouts that need an authoritative voice. Times New Roman works well for magazines, corporate communications, invitations and events.

Alternate typeface  
Arial

AaBbCc

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&\* ( )

Alternate typeface  
Times New Roman

AaBbCc

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&\* ( )

Alternate typeface  
Arial Bold

AaBbCc

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&\* ( )

Primary typeface  
Times New Roman Bold

AaBbCc

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&\* ( )