
Corporate typefaces

Any text within the CMS design follows a corporate font with defined specifications.

We differentiate between two application categories:

- fonts for printed publications; and
- fonts for office and web applications.

The CMS corporate typeface is Frutiger.

Frutiger is a so-called “grotesque lettering” or “sans serif” which appears classic and sincere but at the same time contemporary. It is characterised by optimum readability and combines factual-linear fundamentals with animate-organic elements.

Generally, Frutiger is used for all print productions and marketing materials for CMS-wide communication purposes (e.g. CMS Guide to ... series).

In exceptional case, a serif font (e.g. Adobe Garamond) can be used for comprehensive hardcover books with legal content (≥ 150 pages) to improve readability.

If office applications do not offer Frutiger, it can be replaced by Arial.

For online applications, e.g. for e-mails, Verdana should be used.

Corporate typefaces

Font overview (print)

Frutiger LT Pro 45 Light
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Frutiger LT Pro 46 Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Frutiger LT Pro 65 Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Frutiger LT Pro 66 Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

In combination with different font sizes, the different font weights allow a clear hierarchic structuring of textual information. Contents such as headings, sub-headings, body text, citations, etc. can thus be differentiated from each other without leaving the common typeface.



Use of fonts – general recommendation

Corporate font

The CMS corporate typeface is Frutiger.

To keep a clean and clear hierarchy in typography only the listed fonts should be used: Frutiger Light, *Frutiger Light Italic*, **Frutiger Bold** and ***Frutiger Bold Italic***.

We recommend using the font family Frutiger LT Pro as it includes an extended letter set for Eastern Europe (CEE). This font family can be bought via: www.linotype.com.

Due to licence restriction **we cannot share font files** with external stakeholders. Thus please keep in mind that also **external preferred suppliers must buy a licence** of the **CMS corporate font** to work with it in according applications, e.g. Adobe InDesign.

Spacing

When using the above mentioned fonts, we recommend certain settings:

- Spacing in general: 0
- Spacing of italics: +10
- Spacing of “Your World First”: -10
- Kerning: optical

Font size (minimum)

The minimum font size for Frutiger is 5pt.

Text alignment

The preferred text alignment is left-aligned.

Font colour

- Colours should be chosen from the CMS colour palette (see Chapter 1.).
- CMS Yellow 1 is not recommended to be used as font colour for small font sizes.

Shade

- Shaded typography is prohibited.

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Font overview (office and web)

Microsoft Office applications

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Use of fonts

- Because Frutiger is not a system font and due to this available on every PC, the font Arial may be used instead.
- The font Arial is used exclusively in Microsoft Office applications, e.g. PowerPoint, Excel and Word.
- The font Times is additionally used as standard font for stationery, e.g. letters, fax and press release.
- Only the listed fonts should be used: Regular, *Italic*, **Bold** and **Bold Italic**.



Only one sans-serif per document

Frutiger and Arial must never be used together.

No system font: Frutiger

Frutiger isn't a pre-installed system font. Due to this, Frutiger is not available on every PC!

Web and e-mail

Verdana

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Use of fonts

- Verdana is only used for the Internet, Intranet and for e-mail purposes.
- Verdana should be used as the standard font for e-mails.
- Only the listed fonts should be used: Regular, *Italic*, **Bold** and **Bold Italic**.