

TYPOGRAPHY

Helvetica Neue should appear on all Blue Medora materials. The consistent use of these selected typefaces adds greatly to a strong brand identity. They should never be substituted with any other typeface, as this compromises brand consistency. Helvetica Neue is the only font that is to be used internally. It will be used as the body copy on all internal documents.

primary usage:

For headers

Helvetica Neue 77 Bold Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

primary usage:

For headers

Impact Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

primary usage:

The Helvetica Neue Family is used for body copy

size: 9 pt/14 pt
track: 25

Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 75 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 46 Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 76 Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

primary usage:

The Arial Family is only to be used if Helvetica Neue is not available

size: 10 pt/12 pt
track: 1

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

<https://www.myfonts.com/fonts/linotype/neue-helvetica/>

TYPOGRAPHY

Frutiger and Helvetica Neue should appear on all Blue Medora materials. The consistent use of these selected typefaces adds greatly to a strong brand identity. They should never be substituted with any other typeface, as this compromises brand consistency. Helvetica Neue is the only font that is to be used internally. It will be used as the body copy on all internal documents.

primary usage:

For headers

Frutiger 65 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

primary usage:

For headers

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

primary usage:

The Helvetica Neue Family is used for body copy

size: 9 pt/14 pt
track: 25

Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 75 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 46 Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 76 Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

<https://www.fonts.com/font/linotype/frutiger/65-bold>

<https://www.myfonts.com/fonts/linotype/neue-helvetica/>

primary usage:

The Arial Family is only to be used if Helvetica Neue is not available

size: 10 pt/12 pt
track: 1

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TYPOGRAPHY

Interstate and Helvetica Neue should appear on all Blue Medora materials. The consistent use of these selected typefaces adds greatly to a strong brand identity. They should never be substituted with any other typeface, as this compromises brand consistency. Helvetica Neue is the only font that is to be used internally. It will be used as the body copy on all internal documents.

primary usage:

For headers

Interstate Bold

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

primary usage:

For headers

Arial Bold

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

primary usage:

The Helvetica Neue Family is used for body copy

size: 9 pt/14 pt
track: 25

Helvetica Neue 45 Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue 75 Bold

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Helvetica Neue 46 Light Italic

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Helvetica Neue 76 Bold Italic

***abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

primary usage:

The Arial Family is only to be used if Helvetica Neue is not available

size: 10 pt/12 pt
track: 1

Arial Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Arial Italic

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Arial Bold Italic

***abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

<https://www.myfonts.com/fonts/linotype/neue-helvetica/>