

## PRINT

### Typography

A modern and clean typeface, Open Sans, will unify typography across all channels, with a system alternative (Verdana) where necessary in Microsoft Office applications.

Open Sans Light

*Open Sans Light Italic*

Open Sans Regular

*Open Sans Italic*

Open Sans Semibold

*Open Sans Semibold Italic*

**Open Sans Bold**

***Open Sans Bold Italic***

**Open Sans Extrabold**

***Open Sans Extrabold Italic***

Verdana Regular

**Verdana Bold**

### Accent fonts

Accent fonts are meant for use in headlines, initial caps and call-outs. Studio Neon is the chosen font for the new masthead but can be incorporated in a limited way elsewhere when appropriate.

STUDIO NEON

**Gotham Black**

Linotype Didot

## Digital

### Digital hierarchy

A single modern, clean typeface, Open Sans, unifies typography across all channels, with a system alternative where necessary in Office applications. Font sizes are approximate – adjust for the application where they'll be used. The table below should be used as a guide for visual hierarchy.

Headline

Regular 30 px

Subtitle

Regular 24 px

Page intro

Regular 18 px

**Body text subtitle**

Bold 14 px

Body text

Regular 14 px

Small copy

Regular 11 px

*Caption*

Italics 12 px

Quote

Regular 18 px