

# Typography

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### Our brand typeface

Agenda is the core of our identity and brand language.

It's a humanist sans-serif typeface which gives clarity and confidence to our voice.

Plume is no longer part of the visual identity and should not be used.

Controlled use of one typeface allows for more universal coherence.

We've cut down unnecessary variation in weights and sizes for a unified look, driving brand recognition through consistency.

Agenda  
Agenda  
Agenda

Weights

We use three weights of Agenda for greater flexibility of expression through simple changes in weight, style or scale of font.

Please note: Agenda Bold Italic is not part of our brand identity and should not be used.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,”-:;!?&

*Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,”-:;!?&*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,”-:;!?&

*Medium Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,”-:;!?&*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,”-:;!?&

How to use Agenda

In both digital and print formats, type hierarchy plays a key role in engaging our audience and keeping them interested.

It’s important to use different weights and sizes to establish a hierarchy of information. There should be a clear distinction between headings, sub-headings and smaller copy.

It is useful to work in a rule of halves so that:

**Headings are 100%**

**Sub-headings are 50%**

**Body copy is 25%**

**Navigational copy is 12.5%**

Please note, this rule is for guidance only. The key thing to remember on all applications is that typography must be legible. Try not to use smaller than 6 pt in print and 12 px in digital applications.

# Header 1

**Bold, Sentence case, Tracking 0**  
Our core header style

## HEADER 2

**Bold, UPPERCASE, Tracking 120**  
Use for short, bold headlines (Max 10 words)

## HEADER 3

**Medium, UPPERCASE, Tracking 120**  
Use for longer headlines, has increased legibility at smaller sizes

## HEADER 4

**Light, UPPERCASE, Tracking 120**  
Use for large headlines only (Above 20 pt), adds a premium feel

### Sub-header 1

**Medium, Sentence case, Tracking 0**  
Use with all header styles

#### Body copy 1

**Bold, Sentence case, Tracking 0**  
Use for short paragraphs (Max 50 words)

#### Body copy 2

**Medium, Sentence case, Tracking 0**  
Core body copy style

#### Body copy 3

**Light, Sentence case, Tracking 0**  
Use for long body copy (+500 words)

#### NAVIGATIONAL COPY 1

**Bold, UPPERCASE, Tracking 0**  
Use for page numbers, footers, wayfinding, information labels and digital buttons

#### Navigational copy 2

**Bold, Sentence case, Tracking 0**  
Alternative style for page numbers and footers

### Expressive typographic styles

The primary role of typography is to be read.

Whilst we can use weight or the colour plum to highlight important information and add an expressive tone to typography, avoid underlining and unnecessary use of italics as this can feel forced.

Use italics in the *Light* and *Medium* weights of Agenda only, whenever grammatically appropriate.

Always italicize the word ‘*mostly*’ when writing the phrase, ‘We’re all business, *mostly*.’ When it’s not being used as part of the global advertising logo lock-up, this should always appear in sentence case with comma, italics and full stop (period).

We’re helping the Modern Business Traveller be productive, which means respecting their time: applying the normal conventions of punctuation reflects our bold, professional personality.

Use plum to highlight important information **like this.**

Use different weights to highlight important information **like this.**

We’re all business, *mostly.*

In application

1  
Header 1

**Bold, Sentence case, Tracking 0**  
Our core header style

2  
Sub-header 1

**Medium, Sentence case, Tracking 0**  
Use with all header styles

3  
NAVIGATIONAL COPY 1

**Bold, UPPERCASE, Tracking 120**  
Use for page numbers, footers, wayfinding and information labels i.e. digital buttons

4  
Body copy 2

**Medium, Sentence case, Tracking 0**  
Core body copy style

**1** Meet a new way to do meetings.

**2** Our Crowne Plaza Meetings Director will support you all the way.

**RACK BROCHURE**

**1** We have you covered.

**2** Please don't remove.

**3** # REF 000000  
NAME  
DATE  
ROOM  
NO. OF PIECES

**4** **IMPORTANT**  
In consideration of the receipt and storage of the property for which this check is issued, it is agreed by the holder in accepting this check, that the hotel shall not be liable for loss or damage, its said property either as result of the ordinary or gross negligence of the hotel or its employees, or otherwise, except where it shall appear that such loss or damage was caused by the willful act of the hotel. If property represented by this check is not claimed, the hotel may sell same without notice. Hotel is authorised to deliver said property to any person presenting this check without identification.

**LUGGAGE TAG**

## In application

1

# HEADER

## 2

**Bold, UPPERCASE, Tracking 120**

Use for short, bold headlines (Max 10 words)

2

## Sub-header 1

**Medium, Sentence case, Tracking 0**

Use with all header styles

3

## Body copy 2

**Medium, Sentence case, Tracking 0**

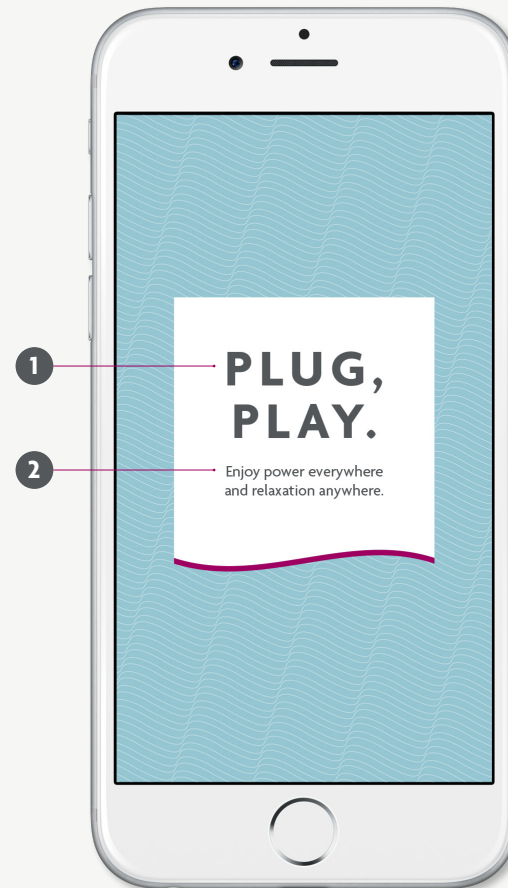
Core body copy style

4

## NAVIGATIONAL COPY 1

**Bold, UPPERCASE, Tracking 120**

Use for page numbers, footers, wayfinding and information labels i.e. digital buttons



DIGITAL SCREEN



BROCHURE



In application

1  
HEADER  
3

Medium, UPPERCASE, Tracking 120  
Use for longer headlines, has increased legibility at smaller sizes

2  
Sub-header 1

Medium, Sentence case, Tracking 0  
Use with all header styles

3  
Body copy 2

Medium, Sentence case, Tracking 0  
Core body copy style

4  
NAVIGATIONAL COPY 1

Bold, UPPERCASE, Tracking 120  
Use for page numbers, footers, wayfinding and information labels i.e. digital buttons





## In application

# 1 HEADER 4

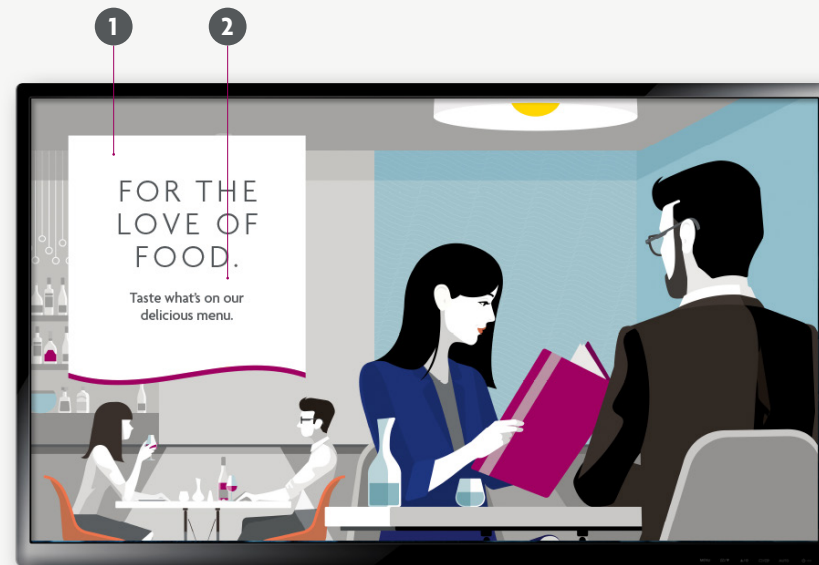
**Light, UPPERCASE, Tracking 120**

Use for large headlines only (Above 20 pt),  
adds a premium feel

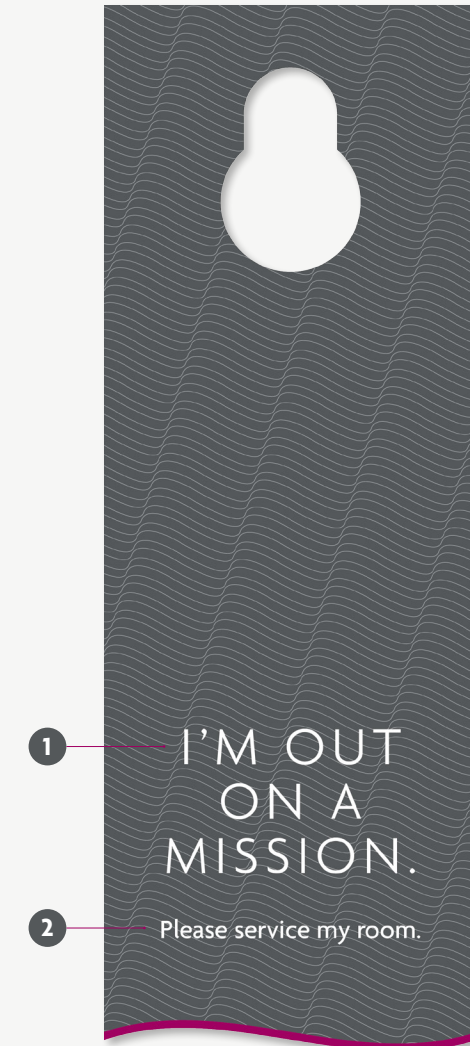
## 2 Sub-header 1

**Medium, Sentence case, Tracking 0**

Use with all header styles



DIGITAL SCREEN



## Leading, kerning & tracking

### 40 pt or 30 px and above

For large headers and statements at 40 pt and above, the leading should be set at 100% – for example, 40 pt type would have 40 pt leading.

For digital applications, the equivalent size for this rule is 30 px, which should have 30 px leading.

### Below 40 pt or 30 px

Body copy and large blocks of text should be set at 120% leading to improve legibility – for example, 14 pt type would have 16.8 pt leading.

As an example for digital applications, copy which is 20 px, should have 24 px leading.

### Tracking and kerning

Tracking for sentence case type should be set at 0 and UPPERCASE type should be set at 120. Metric kerning should always be selected.



#### Header 1

Agenda Bold 40 pt  
Leading 100% (40 pt)  
Tracking 0



#### Sub-header 1

Agenda Medium 20 pt  
Leading 120% (24 pt)  
Tracking 0

# Do your work wherever works.

Learn more about our  
flexible meetings spaces.



#### Header 1

Agenda Bold 40 pt  
Leading 120% (48 pt)  
Tracking 120



#### Sub-header 1

Agenda Medium 20 pt  
Leading 100% (20 pt)  
Tracking 120

# Do your work wherever works.

Learn more about our  
flexible meetings spaces.

## Leading, kerning & tracking

### 40 pt or 30 px and above

For large headers and statements at 40 pt and above, the leading should be set at 100% – for example, 40 pt type would have 40 pt leading.

For digital applications, the equivalent size for this rule is 30 px, which should have 30 px leading.

### Below 40 pt or 30 px

Body copy and large blocks of text should be set at 120% leading to improve legibility – for example, 14 pt type would have 16.8 pt leading.

As an example for digital applications, copy which is 20 px, should have 24 px leading.

### Tracking and kerning

Tracking for sentence case type should be set at 0 and UPPERCASE type should be set at 120. Metric kerning should always be selected.



#### Header 2

Agenda Bold 24 px  
Leading 120% (28.8 px)  
Tracking 120

THE  
CALM  
BEFORE  
THE  
BRAIN-  
STORM.



#### Body copy 2

Agenda Medium 12 px  
Leading 120% (14.4 px)  
Tracking 0

Our aromatherapy and spa treatments help you shake off the stress of business travel and prepare you for a productive day ahead.



#### Header 2

Agenda Bold 24 px  
Leading 100% (24 px)  
Tracking 0

THE  
CALM  
BEFORE  
THE  
BRAIN-  
STORM.



#### Body copy 2

Agenda Medium 12 px  
Leading 200% (24 px)  
Tracking -20

Our aromatherapy and spa treatments help you shake off the stress of business travel and prepare you for a productive day ahead.

### Paragraph breaks

The space between two bodies of text should be a single line space based on the type size and leading of the smaller copy.

This principle applies to both print and digital applications.

**Header 4**

Agenda Bold 80 pt  
Leading 100% (80 pt)  
Tracking 120

**Sub-header 1**

Agenda Medium 20 pt  
Leading 120% (24 pt)  
Tracking 0

SPARKLE.

20 pt, 24 pt leading

Water keeps you sharp –  
call down if you need more.

**Header 4**

Agenda Bold 80 pt  
Leading 120% (96 pt)  
Tracking 0

**Sub-header 1**

Agenda Medium 20 pt  
Leading 100% (20 pt)  
Tracking 120

SPARKLE.

80 pt, 80 pt leading

Water keeps you sharp –  
call down if you need more.

System typeface

When Agenda and its various weights can't be used, we use Arial to maintain a level of consistency across applications.

Although limited to two weights, Arial Bold and Regular can be used in exactly the same way as Agenda.

Arial is a globally available typeface that is standard with all PC and Apple computers.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,”-:;!?&

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,”-:;!?&

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,”-:;!?&



This blended, duality of work and life is central to the needs of our guests and the roadmap for our future.

**The World of work is changing**  
Work and life are blending. Technology is increasing our capabilities of working from anywhere. New generational attitudes and an increase in the female force is having a dramatic impact on the contemporary workplace.  
  
The Crowne Plaza brand acknowledges this context of a constantly changing world of work and the demands of the contemporary business traveller.



POWERPOINT PRESENTATION SLIDES

Other languages

Cyrillic

Agenda doesn’t have the necessary characters for Cyrillic based languages such as Russian, Bulgarian and Macedonian, so please use Arial as an alternative typeface.

Middle Eastern

Agenda doesn’t have the necessary characters for Middle Eastern based languages such as Hebrew, Persian and Urdu, so please use Arial as an alternative typeface.

Cyrillic

Arial  
Regular

ЭТИ СЛОВА, ЧТОБЫ  
ПРОДЕМОНСТРИРОВАТЬ  
ШРИФТОМ

Middle Eastern

Arial  
Regular

ليلدتلل يه تاملكل هذه  
طقف طخلال ع

Asia Pacific

No change from  
current practice.

Cyrillic

Arial  
Bold

ЭТИ СЛОВА, ЧТОБЫ  
ПРОДЕМОНСТРИРОВАТЬ  
ШРИФТОМ

Middle Eastern

Arial  
Bold

ليلدتلل يه تاملكل هذه  
طقف طخلال ع

Asia Pacific

No change from  
current practice.

Dos & don'ts

**Agenda**

✓ Do use Agenda, our brand typeface.

**Arial Bold**  
**Arial Regular**

✓ Do use Arial as a system font alternative.

**BOLD**  
**PREMIUM**

✓ Do use the different weights of Agenda for different expressions.

**100%**  
**50%**  
**25%**

✓ Do use the 'rule of halves' for typographic hierarchy.

**Try not to use smaller than 6 pt**

✓ Do ensure all typography is legible.

Use plum to highlight **important** information.

✓ Do use plum to highlight important information.

**We're all business,**  
*mostly.*

✓ Do italicise 'mostly' in 'We're all business, mostly.'

**Tracking 0**  
**TRACKING 120**

✓ Do follow leading, tracking and kerning guides.

**Avenir**

✗ Don't use anything other than Agenda in brand communications.

**Impact**  
**Comic Sans**

✗ Don't use anything other than Arial as a system font alternative.

**Sparkle.**  
**Water keeps you sharp – call down if you need more.**

✗ Don't put all type in one weight of Agenda in applications.

**We're all**  
BUSINESS,  
*mostly.*

✗ Don't use too many weights and sizes.

Try not to use smaller than 6 pt

✗ Don't use typography smaller than 6 pt.

**DO NOT DISTURB.**  
  
(unless you want to finish this presentation for me).

✗ Don't put more than a single line space between two bodies of text.

**We're all business,**  
**mostly.**

✗ Don't underline or italicise words unless grammatically correct.

**Tracking 120**  
**TRACKING 0**

✗ Don't forget to check leading, kerning and tracking.



## Typography checklist

- ❶ **Have you used the Agenda font?**  
It's our primary typeface and our only typeface.
- ❷ **Is there a clear typographic hierarchy?**  
Use different weights and sizes to direct attention.
- ❸ **Is typography consistent and legible?**  
Check the leading, kerning and tracking.
- ❹ **The system font alternative is Arial?**  
Don't use anything else.
- ❺ **Have you followed the 'rule of halves'?**  
This helps to ensure consistent spacing and layouts.
- ❻ **Have you used plum or weight of type to pull out information?**  
This makes things quicker and easier to read for our guests.
- ❼ **The last word?**  
Make sure it's always italicized in 'We're all business, *mostly*.'