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# Typography

The Bühler corporate design includes also particular fonts and typography.

The consistent and refined use of these elements is key to the character of our publications. We distinguish between Corporate Fonts and Correspondence Fonts:



## Corporate Fonts

## Correspondence Fonts

Bühler makes use of just one font family: **Neue Helvetica LT** from Linotype, with preference given to the light (headers, titles, body copy, captions, etc.), medium and bold (subtitles, subheadings, highlighting, etc.) weights. The size of each, the relationship between them and how they should be used are all defined in the relevant guidelines.

Fonts may never be changed or distorted electronically. Care should be taken to keep character spacing even.

Linotype **Neue Helvetica LT** is available in the following formats: OpenType, PostScript (for Mac and Windows) and TrueType (for Windows). For licensing reasons it cannot be offered to you directly.

[Order \(Bühler internal\)](#) >

[Order \(external\)](#) >

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.:«»!

Neue Helvetica LT Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890,.:«»!**

Neue Helvetica LT Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890,.:«»!**

Neue Helvetica LT Bold

