

# Brand Typography

## Brand Primary Font: Avenir

Our primary font is **Avenir LT Std**. It is a sans-serif typeface designed by Swiss type designer Adrian Frutiger, who is best known for creating classic fonts like Univers and Frutiger. It is a clean versatile font, suitable for wayfinding and large signs, and reports.

As it is our primary typeface, it should be used for all formal communications where a strong branded look is required.

Avenir LT Std 35 Light

*Avenir LT Std Light Oblique*

Avenir LT Std 45 Book

Avenir LT Std 55 Roman

*Avenir LT Std 55 Oblique*

Avenir LT Std 65 Medium

*Avenir LT Std 65 Medium Oblique*

**Avenir LT Std 85 Heavy**

***Avenir LT Std 85 Heavy Oblique***

**Avenir LT Std 95 Black**

***Avenir LT Std 95 Black Oblique***

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## Microsoft Office

Please note that Microsoft Office programs can have issues with Avenir, as these programs do not support third-party fonts. To reduce these issues, our Corporate Templates use Calibri for editable text in Microsoft Word and Arial in PowerPoint.

## Microsoft Word: Calibri

Calibri Regular

**Calibri Bold**

## PowerPoint: Arial

Arial Regular

**Arial Bold**