

Typography

Licensed and Free Fonts

OUR LOOK

Voice and Visual Rotary Guidelines

September 2016

26

Licensed option - fonts for purchase

Primary*, use ALL CAPS condensed style for headlines and main navigation. Use regular style for secondary headlines, secondary navigation, info graphics, lockups, identifiers, or dense body copy.

FRUTIGER LT STD

ABCDEFIGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890
47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

ABCDEFIGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890
45 Light
46 Light *Italic*
55 Roman
56 *Italic*
65 Bold
66 Bold *Italic*
75 Black
76 Black *Italic*
95 Ultra Black

Secondary*, use for body text, secondary headlines, captions, callouts, or identifiers.

Free option - when Frutiger and Sentinel fonts are not available or are cost prohibitive

Primary, for digital applications or when Open Sans Condensed is not available. Font should be used similarly to Frutiger for headlines, secondary navigation, etc.

Sentinel

ABCDEFIGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890
Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

ABCDEFIGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890
Light
Regular
Italic
Bold
Bold Italic

OPEN SANS CONDENSED

ABCDEFIGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890
Condensed Light
Condensed Light Italic
Condensed Bold

ABCDEFIGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890
Light
Regular
Italic
Bold
Bold Italic

ARIAL NARROW

ABCDEFIGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890
Regular
Italic
Bold
Bold Italic

ARIAL REGULAR

ABCDEFIGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890
Italic
Bold
Bold Italic

Georgia

ABCDEFIGHJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz1234567890
Regular
Italic
Bold
Bold Italic

* For information on purchasing these typefaces, contact graphics@rotary.org

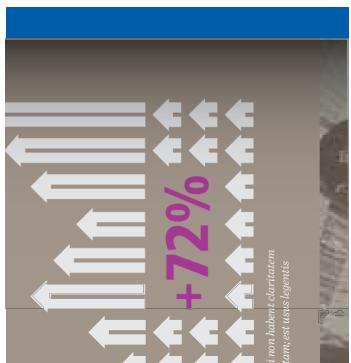
Typography

Best Practices

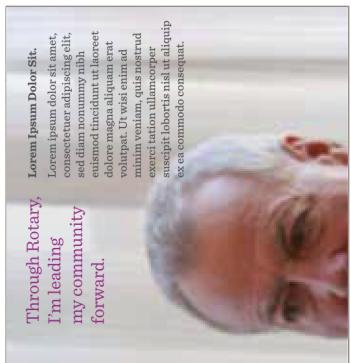
Voice and Visual Rotary Guidelines



Use Frutiger or Arial styles for documents with dense body copy.



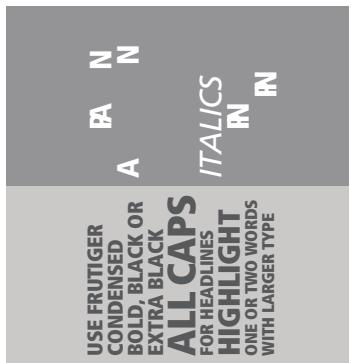
Use Frutiger or Arial in large point sizes for callouts and data visualization.



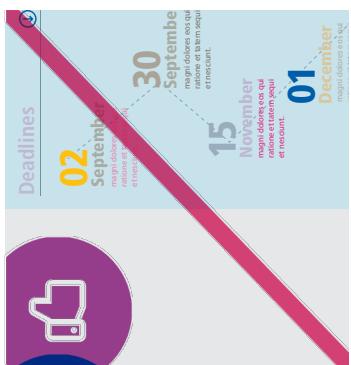
Use bold or italic for emphasis only.



Use Sentinel or Georgia for subheads and body copy.



For emphasis, highlight one or two words using a larger type size or light-weight italic. When using italic, use a light weight and set all type to one size. Keep leading and kerning consistent.



Use colored type that has sufficient contrast.



Use lighter weights for body copy.



Use Frutiger rather than Sentinel or Georgia for headline text.



Watch your leading and kerning so that text doesn't look overly open, too tight, or uneven. Keep letterforms proportionate.



Use uppercase typography in headlines or subheads.