Typography precise, varied, inviting

Distinctive, consistent use of our type families will enhance brand recognition and help us to communicate with clarity. Our two type families provide us with a wide range of typographic expression, allowing us to construct clear hierarchies while adjusting the voice of individual communications to better serve particular goals—and to resonate with different constituents.

DIN OT

STYLES ➤

WEIGHTS ↓

Light & *Italic* + Condensed Light & *Italic*

Regular & *Italic* + Condensed & *Italic*

Medium & *Italic* + Condensed Medium & *Italic*

Bold & ***Italic*** + **Condensed Bold** & ***Italic***

Black & ***Italic*** + **Condensed Black** & ***Italic***

SUBSTITUTE - *ARIAL*

Crimson Pro

STYLES ➤

WEIGHTS ↓

Light & *Italic*

Regular & *Italic*

Semibold & *Italic*

Bold & *Italic*

Black & ***Italic***

SUBSTITUTE - *TIMES NEW ROMAN*

When our type faces aren't available - such as in HTML emails and applications including PowerPoint- substitute Arial (for DIN OT) and Times New Roman (for Crimson Pro).