

SECTION 5

TYPOGRAPHY | FOR GENERAL USE

TYPEFACES FOR GENERAL USE

TYPE MATTERS. YET MOST OF US DO NOT HAVE ACCESS TO THE FONTS OUTLINED FOR DESIGNERS, REFERENCED LATER IN THIS SECTION. AS SUCH, WE HAVE IDENTIFIED ALTERNATIVE FONTS FROM THE STANDARD MICROSOFT® OFFICE MENU FOR GENERAL USE BY PACE® EMPLOYEES AND CONTRACTORS.

FOR HEADLINES, USE FRANKLIN GOTHIC DEMI COND AS SHOWN BELOW. FOR BODY COPY, USE ARIAL OR CALIBRI (NEXT PAGE).

USE FRANKLIN GOTHIC DEMI COND

KEEP IT CLEAN & SIMPLE

LIMIT TYPE SIZES TO FOUR

JUSTIFY CONTENT FLUSH LEFT

ALL CAPS FOR HEADLINES

HEADLINES FEWER THAN 8 WORDS

SENTENCE CASE FOR COPY

MICROSOFT®/WINDOWS TYPEFACE ALTERNATIVE

WHEN ONLY THE DEFAULT WINDOWS OR MICROSOFT® FONTS ARE AVAILABLE, WE USE ARIAL OR CALIBRI IN REGULAR, BOLD, OR ITALIC.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Regular or Calibri (Body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECTION 5.5

TYPOGRAPHY | FOR DESIGNERS

TYPE FACE

TYPE MATTERS. MORE THAN JUST A NECESSARY MEDIUM FOR EXPRESSING A MESSAGE, TYPE ALSO ACTS AS A KEY DESIGN ELEMENT WITHIN OUR VISUAL IDENTITY. MODERN, CLASSIC AND LEGIBLE, THE AKROBAT TYPE FAMILY REPRESENTS THE PACE BRAND PERSONALITY. WE USE IT IN BRANDED COMMUNICATIONS, WHENEVER AVAILABLE, ACROSS ALL MEDIA.

USE AKROBAT

KEEP IT CLEAN & SIMPLE

LIMIT TYPE SIZES TO FOUR

JUSTIFY CONTENT FLUSH LEFT

ALL CAPS FOR HEADLINES

HEADLINES FEWER THAN 8 WORDS

SENTENCE CASE FOR COPY

PRIMARY TYPEFACE

WE COMPLEMENT THE PACE® TYPEDARK ACROSS ALL PRODUCED MARKETING MATERIALS BY LEVERAGING THE AKROBAT TYPE FAMILY IN ITS VARIOUS FORMS.

Akrobat Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akrobat ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akrobat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akrobat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akrobat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akrobat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akrobat Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akrobat Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPEFACE ALTERNATIVE

WHEN THE AKROBAT TYPE FAMILY IS NOT AVAILABLE, WE USE OPEN SANS CONDENSED OR ROBOTO CONDENSED. BOTH FONTS WORK FOR MOST INTERNAL, NON-DESIGNED COMMUNICATIONS. IT IS A STANDARD GOOGLE SYSTEM FONT ACROSS BOTH MAC AND PC OPERATING SYSTEMS.

Open Sans Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TEXT GUIDELINES

WHAT WE SAY IS IMPORTANT. STRICT ADHERENCE TO OUR TEXT GUIDELINES ENSURES WHAT WE SAY IS ALWAYS LEGIBLE.

SIZE	BODY TEXT	SIZE	SUBHEAD	SIZE	HEADLINE
	8-18pt		18-36pt		36-100pt
	LEADING Minimum: 100%		LEADING Minimum: 100%		LEADING Minimum: 100%
	TRACKING RANGE 0-25		TRACKING RANGE 0-200		TRACKING RANGE 0-100

*If using a layout template, strict adherence to text formatting is mandatory. If a template does not exist, the following guidelines should be implemented.

TEXT GUIDELINES IN USE

NOTE: The following guidelines apply to the majority of marketing materials. For unique circumstances (i.e. marketing materials with extreme scale—small or large), consult the Brand Management Team to receive approval.

CASE / Sentence case is our standard for body copy across all communications. Use uppercase sparingly—for titles, short headings, subheadings, and never for full paragraphs. Don't use all-lowercase type.

LINE SPACING / Line spacing refers to the space between lines of type. See the previous page for line spacing guidelines.

LETTER SPACING / Letter spacing (also known as tracking) is the space between letters. Letter spacing and word spacing are set by default. If spacing needs to be adjusted, be sure the letters never touch one another.

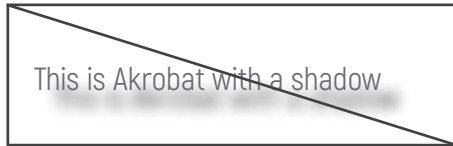
SIZE & WEIGHT / Use Bold for large headlines. Use SemiBold, Bold, ExtraBold, or Black for subheads. Use Bold sizes or Regular for increased legibility at small sizes or over backgrounds.

JUSTIFICATION / Type should be set flush left, ragged right. In certain instances, fully-justified is permissible, as well as centered. Avoid widows, orphans and lines that end with hyphens.

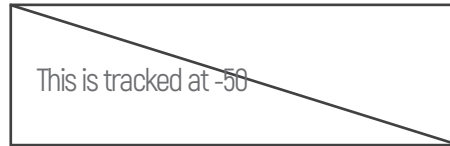


TYPOGRAPHY DON'TS

UNACCEPTABLE WAYS TO USE TYPE



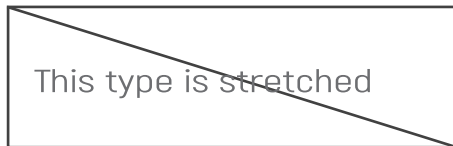
Don't add drop shadows to type.



Don't track text too tightly.



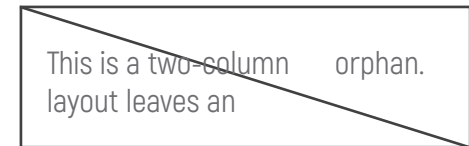
Avoid right-aligned type.



Don't stretch type in headlines or copy.



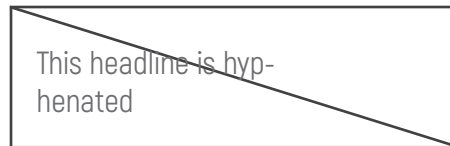
Avoid multiple type styles together. Follow the rule of 4 type sizes per page layout.



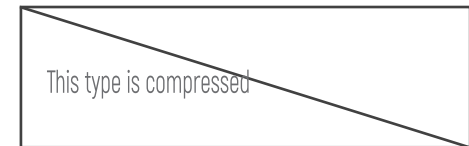
Don't leave orphans in multi-column text blocks.



Avoid widows (words by themselves on a line) shorter than 7 characters.



Avoid hyphenation in general, and especially in headlines.



Don't compress type in headlines or copy.