

FONTS. Charter is the primary font to be used in marketing materials. It's a highly versatile typeface that's appropriate for a variety of applications from the formal to the casual. Charter is the primary font for headlines and body copy in the majority of marketing applications.

# Charter

## *Charter Italic*

## **Charter Bold**

Helvetica Neue is our secondary font for marketing materials. Helvetica Neue is used for both major and minor subheads within our primary body copy sections. It should also be used in charts, graphs, tables and other information graphics where space efficiency and readability are critical requirements. The Helvetica Neue family is also the preferred choice when presenting lists or other dense content such as course schedules and bulletins. It also may be used for body copy in documentation.

Helvetica Neue 45 Light

*Helvetica Neue 46 Light Italic*

Helvetica Neue 55 Roman

*Helvetica Neue 56 Italic*

**Helvetica Neue 75 Bold**

***Helvetica Neue 76 Bold Italic***

Helvetica Neue 57 Condensed

*Helvetica Neue 57 Condensed Oblique*

**Helvetica Neue 77 Condensed Oblique**

### **Substitution Fonts**

When you're developing presentations in Microsoft® Powerpoint, correspondence in Microsoft® Word or Web pages, we allow for the substitution of Charter fonts with Times New Roman and Helvetica Neue fonts with Arial fonts in comparable styles and weights due to its universal availability in Microsoft® Office® applications.