

Typography | Fonts & preferred styles

Typography is an important part of HF's identity and creates a distinctive look for all materials and marketing collateral. It is integral to building a unique image and strong brand recognition.

HF's logotype and primary typeface is Helvetica. Acceptable variations are: Helvetica Neue or New / Helvetica Now / Helvetica World. *Because Helvetica is not available on all systems, other Sans Serif typefaces may be used, such as: Arial, Franklin Gothic, Montserrat, Century Gothic, or Grotesque / HF Grotesk (see next page).*

PREFERRED STYLES FOR SETTING TYPE ON HF MATERIALS:

- **Headlines/Titles** should be set in Bold variations of Helvetica or a similar, clean, Sans Serif — flush left (rag right) or centered alignment. No hyphenation.
*NOTE: For particular projects an alternative standout font **may be used for titles only**.*
- **Body text** should be set in a Sans Serif font similar to Helvetica (Regular / *Italics* / **Bold**), **no hyphenation**.
- **Alignment:** Body text should be justified (left-justified) or centered (if header is centered).
- **Line spacing** or Leading should be set between 1.0 and 1.2 type size (for example: 11.5 point body text with 14 point leading), with one-half to one full line space between paragraphs.
- **Indentation:** Do not indent 1st line of body text paragraphs. Bulleted text and pullquotes may be indented.
- **Pullquotes** should be set at 25-30% the size of body text and indented, either italicized with quotes or set in color with a colored line, align left or right with ample space surrounding for prominence.

Primary Typeface

Helvetica

a clean, modern and versatile Sans Serif, known for its readability

Styles

Headline/Title Bold

Body text runs justified, with space between paragraphs, no indents, and no hyphenation. Line spacing should be standard (between 1.0 and 1.2 – not too loose).

*“Pullquote style A
on a couple lines”*

**Pullquote style B
on a couple lines**

Typography | Alternative fonts

When Helvetica is not available or not practical to use (for example: internally produced documents such as email and MS PowerPoint presentations), secondary typefaces may be substituted. Sans Serif fonts that are clean, with a look similar to Helvetica, and available on different platforms are listed below (note: some alternate fonts may need to be set with different letterspacing).

Alternative Fonts	Microsoft	Canva	Adobe Cloud	Google
Helvetica Neue / Now – Regular / Bold		x (Pro)	x	
Helvetica World – Regular / Bold		x		
Arial – Regular / Bold	x	x	x	
Franklin Gothic – Regular / Bold	x		x	
Neue Haas Grotesk – Display 55 Roman / 75 Bold			x	
Roboto – Regular / Bold		x	x	x
Montserrat – Medium / Bold		x	x	
HF Grotesk – Medium / Bold (Open Source)	x	x	x	x
Grotesque – Regular / Bold	x			
Century Gothic – Regular + Bold	x		x	
Area / Area Normal – Regular / Bold	x		x	