

Text styles

Core styles

CU Presents collateral

Helvetica Neue Light is for standard body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Light Italic is for italicized copy.

Helvetica Neue Medium is for bolded copy.

Helvetica Neue Medium Italic is for bolded italic copy.

All programs (for readability)

Helvetica Neue Regular is for standard body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Italic is for italicized copy.

Helvetica Neue Medium is for bolded copy.

Helvetica Neue Medium Italic is for bolded italic copy.

Alternate styles

When Helvetica Neue isn't available

Arial Regular is for standard body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic is for italicized copy.

Arial Bold is for bolded copy.

Arial Bold Italic is for bolded italic copy.

*Pre-built styles (set to minimum sizes; adjust sizes as needed in your work file) can be loaded into your design document from **Text Styles Load Sheet.indd***

Considerations for core styles

- 40pt tracking is used in HN Light to enhance readability.
- 10pt tracking is used in HN Regular to enhance readability.
- **10pt tracking is used in HN Medium to enhance readability.**

Above considerations apply to Adobe files only. Tracking can be adjusted up to +/- 10 as needed to account for space constraints.

Additional specs

- Standard leading in body copy is 1.2x the body point size used. You may round up to the next whole number to enhance readability.
- Header 1 point size should be no more than 2x of body copy.
- Header 2 point size should be no more than 1.5x of body copy.
- Header 3 point size should be no more than 1.25x of body copy.
- Sufficient spacing should be used between your headers and body copy, and should be consistent across all pieces in a category of collateral (all posters, all ads, etc).
- Body copy should be set no smaller than 8pt—the preferred minimum size is 10pt.
- Fine print and disclaimers may be set as low as 6pt.
- **These specs are built for print, but may be adapted for digital collateral as appropriate.**