5.0 FONTS

5.01 BRAND FONTS
5.02 SANS SERIF ALTERNATIVE AND WEB FONT
5.03 BRAND FONT EXCEPTION
5.04 USING TYPE EFFECTIVELY
5.05 PRINT TYPESETTING SPECIFICATIONS—DISPLAY
5.06 PRINT TYPESETTING SPECIFICATIONS—BODY COPY
5.07 ON-SCREEN PDF TYPESETTING SPECIFICATIONS
5.08 CLASSIC GROTESQUE LETTER WRITING SPECIFICATIONS
5.09 TIMES LETTER WRITING SPECIFICATIONS
5.0 Fonts | 5.01 Brand Fonts

While the logo is the foundation of the visual brand, brand fonts are also important in upholding the look and feel of the Dalhousie brand. The font choice has been made to align with and reflect the Dal personality—fresh and bold—and to underscore our brand promise of lasting impact. The first choice for font will be Classic Grotesque. (See page 5.02 for alternative font.)

Please contact design.services@dal.ca for information about fonts.

BRAND FONT AND WEIGHTS

Classic Grotesque Light
Classic Grotesque Light Italic
Classic Grotesque Book
Classic Grotesque Book Italic
Classic Grotesque Regular
Classic Grotesque Italic
Classic Grotesque Medium
Classic Grotesque Medium Italic
Classic Grotesque Semi Bold
Classic Grotesque Semi Bold Italic
Classic Grotesque Bold
Classic Grotesque Bold Italic
Classic Grotesque Extra Bold
Classic Grotesque Extra Bold Italic

WHY CLASSIC GROTESQUE?

Classic Grotesque is an update of Monotype Grotesque, a font first published in 1926. The update, by Canadian typographer and Nova Scotia resident Rod McDonald, combines both traditional and contemporary elements of typography. It is a font designed to be at home in print and online. We use Classic Grotesque for its readability in titles and body copy. As well, it is uniquely aligned with our core brand attributes: it is classic and not trendy, but at the same time is fresh and bold, a font that nods to the past while looking optimistically into the future.
5.0 FONTS | 5.02 SANS SERIF ALTERNATIVE AND WEB FONT

The brand font Classic Grotesque will be the choice for most Dalhousie use. However, if you are preparing materials for use online or if Classic Grotesque is not available, please use Arial as a brand alternative.

Arial is the first choice font to be used online.

Contact design.services@dal.ca for information about font use.

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic
5.0 Fonts | 5.03 Brand Font Exception

You may opt to use Times in formal letters. In all other print material, Classic Grotesque should remain the first choice, with Arial as an alternative. Online, Arial should be your first choice.

**SERIF FOR FORMAL LETTER WRITING**

Times Regular

*Times Italic*

Times Bold

*Times Bold Italic*
5.0 Fonts | 5.04 Using Type Effectively

How Does Typography Support Dalhousie’s Visual Brand Identity?

While the fonts of major consumer brands are often distinctively their own—the font has been created or tweaked especially for them—Dal is using a font that others also use. Still, that font is an essential component of our visual identity, and over time, in conjunction with the other visual elements, our audiences will come to recognize us when they see our font. That association will only happen, though, if we apply the font consistently.

What Should You Avoid?

• Don’t use special effects such as drop shadows. They look dated and are difficult to read.
• Don’t distort the fonts (expand, condense or modify the letterforms).
• Don’t over track copy by adjusting letter spacing. Overly tracked copy is difficult to read.
• Don’t substitute other fonts.

How to Ensure That You Use Type Effectively

• Only use approved Dalhousie fonts.
• Only use approved Dalhousie colours.
• As a general rule, set type in upper and lower case. There are situations where all caps will make sense (often in short display copy), but use it sparingly.
5.0 Fonts | 5.05 Print Typesetting Specifications—Display

**Display Collateral such as Report Covers, Banners and Brochure Covers**

When setting type, it is essential to understand the hierarchy of information on the page. What is the title copy? What information is secondary? What information is tertiary? The importance of the copy will determine the setting specification for that copy.

Contact design.services@dal.ca for assistance with display collateral.

- **Title**
  - Classic Grotesque Caps Light or Book

- **Secondary Info**
  - Classic Grotesque book or regular sentence case

- **Tertiary Info**
  - Classic Grotesque Semi Bold

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Dalhousie University

**Environment Sciences**

Lorem Ipsum

Oeterminate voloris et omnusti tenientant

dal.ca/environmentalsciences
5.0 Fonts | 5.06 Print Typesetting Specifications—Body Copy

Print with Hierarchy of Content

Body text often includes heading, subheads, shoulder heads and call-out or emphasis copy. Each is treated in a specific way (see below). Use these as a guideline in developing a hierarchy for your particular content. You may have fewer or more levels of copy to work with. (See page 5.02 for alternative font.)

Title  >  Classic Grotesque Book 18pt
Subhead  >  Classic Grotesque Semi Bold 9/13 CAPS
Shoulder head  >  Classic Grotesque Semi Bold 9/13
Body  >  Classic Grotesque Book 9/13
Emphasis  >  Classic Grotesque Bold 9/13

Copy is set flush left, rag right with no hyphens.

New paragraphs are indicated with one hard return after the period of the last sentence in the paragraph. (In the paragraph setting dialogue box in InDesign, the “space above” setting is 6pt.)

Sample title

Body copy autatur reperitis dest, vent magnian dersperis non connect umquid aut essimus, susape cupitio. Ut aut que que venio iur re ommo et vellabo ressequam, odignisintem quidebit fug. Nam, sunt magnit quo bla sequate corupta eperunt doloribus mi, invenie nimint apienda derum explabo. Ideliquodic test, sed maximi, ut posamus, sumquia sperrunt. Nequidu ciatque sit, ut unt es adit aut voluptatibus arum, as volut inctiunti temquo maximiliqui sum et quatur aboratur? Occus et late quam am, coresequia volor sin eium re explature soles eat dolorae es qui corrument.

Sample subhead

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Sample shoulder head
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5.0 Fonts | 5.07 On-Screen PDF Typesetting Specifications

PDF That Will Be Read On-Screen

To ensure good on-screen readability, the setting specifications for PDF increase both the font size and leading for all type. Use these as a guideline in developing a hierarchy for your particular content. You may have fewer or more levels of copy to work with.

Sample title

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Title

> Classic Grotesque Book 20pt

Subhead

> Classic Grotesque Semi Bold 10/14.6 CAPS

Shoulder head

> Classic Grotesque Semi Bold 10/14.6

Body

> Classic Grotesque Book 10/14.6

Emphasis

> Classic Grotesque Bold 10/14.6

Tempora Necepedi

Atem. Tur ad ut dolore nis arundio recusciyum et volendus, asimi, odicturerum harum vid quo et dion pariscitat aut accus ant a corrunt ra velendel earunti vellori tatur? Nequidu ciatque sit, ut unt es adit aut voluptatibus arum, as volut inctiunti temquo maximiliqui sum et quatur aboratur? Occus et late quam am, coresequia volor sin eium re explature soles eat dolorae es qui corumet.

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SAMPLE SUBHEAD

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WHEN A SERIF IS REQUIRED FOR A FORMAL LETTER

Formal letters may be set with Times Regular for body copy, and Times Italic and Bold for emphasis.

Body > Times Regular 11/14
Subhead > Times Regular 11/14 CAPS
Emphasis > Times Bold 11/14 or Times Italic 11/14

Dear Francisco,

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SAMPLE SUBHEAD

Atem. Tur ad ut dolore nis arundio recuscium et volendus, asimi, odicturerum harum vid quo et dion pariscitat aut accus ant a corrunt ra velendel earunti vellori tatur? Nequidu ciatque sit, ut unt es adit aut emphasis arum, as volut incitiunti temquo maximiliqui sum et aboratur? Occus et late quam am, coreseqvia volor sin eium re explature soles eat dolorae es qui corrument.

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