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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

Classic Grotesque Compressed Medium

Classic Grotesque Compressed Bold

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**.

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.

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.

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**



5.0 FONTS | 5.06 PRINT TYPESETTING SPECIFICATIONS—BODY COPY

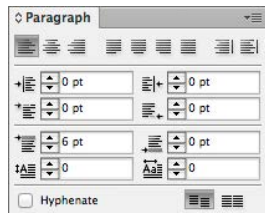
PRINT WITH HIERARCHY OF CONTENT

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.)



Subheads are preceded by two hard returns.

Shoulders are preceded by a single hard return.

Sample title

Body copy autatur repreris dest, vent magnian dersperis non consectetur umquidi aut essimus, susape cuptio. Ut aut que que vento iur re ommo et vellabo ressequam, odignisintem quidebit fuga. Nam, sunt magnit quo bla sequate corrupta 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 dolenis arunt is utemporum qui dercilit lab id mo dolori delibusapiet reste qui od modis moluaptat. Tur, sequis sunt abor rempos molupiet lab ipsa natque con niminve llesequos derro blanto ipicit inctore reprae quae rehendis restes serionet autasperit ut estrum, ut quia nossinctaes **emphasis** et vit voloreic torum quae erias et aut eatibearchil explique pe officabo.

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.

Title	> Classic Grotesque Book 20pt
Subhead	> Classic Grotesque Semi Bold 10/15 CAPS
Shoulder head	> Classic Grotesque Semi Bold 10/15
Body	> Classic Grotesque Book 10/15
Emphasis	> Classic Grotesque Bold 10/15

Sample title

Rem autatur repreris dest, vent magnian dersperis non consect umquidi aut essimus, susape cuptio. Ut aut que que vento iur re ommo et vellabo ressequam, odignisintem quidebit fuga. Nam, sunt magnit quo bla sequate corrupta eperunt doloribus mi, invenie nimint apienda derum explabo. Ideliquodic test, sed maximi, ut posamus, sumquia sperrunt.

TEMPORA NECEPEDI

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 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 corrumet.

Quiderum fugit dolenis arunt is utemporum qui dercilit lab id mo dolori delibusapiet reste qui od modis moluptat. Tur, sequis sunt abor rempos molupiet lab ipsa natque con niminve llesequos derro blanto ipicit inctore reprae **quae rehendis** restes serionet autasperit ut estrum, ut quia nossinctaes.

5.0 FONTS | 5.08 CLASSIC GROTESQUE LETTER WRITING SPECIFICATIONS

- Body > Classic Grotesque Book 11/14
- Subhead > **Classic Grotesque Semibold CAPS 11/14**
- Emphasis > **Classic Grotesque BOLD 11/14**

Dear Francisco,

Rem autatur repreris dest, vent magnian dersperis non consecr umquidi aut essimus, susape cuptio. Ut aut que que vento iur re ommo et vellabo ressequam, odignisintem quidebit fuga. Nam, sunt magnit quo bla sequate corrupta eperunt doloribus mi, invenie nimint apienda derum explabo. Ideliquodic test, sed maximi, ut posamus, sumquia sperrunt.

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 voluptatibus arum, as volut inctiunti temquo maximiliqui sum et aboratur? Occus et late quam am, coresequia volor sin eium re explature soles eat doloraes qui corrumet.

Dolenis arunt is utemporum qui decilit lab id mo dolori delibusapiet reste qui od modis moluptat. Tur, sequis sunt abor rempos molupiet lab ipsa natque con nimirve **emphasis** derro blanto ipicit inctore repraes quae rehendis restes serionet.

5.0 FONTS | 5.09 TIMES LETTER WRITING SPECIFICATIONS

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 <i>Times Italic 11/14</i>

Dear Francisco,

Rem autatur repreris dest, vent magnian dersperis non consec utmquidi aut essimus, susape cuptio. Ut aut que que vento iur re ommo et vellabo ressequam, odignisintem quidebit fuga. Nam, sunt magnit quo bla sequate corrupta eperunt doloribus mi, invenie nimint apienda derum explabo. Ideliquodic test, sed maximi, ut posamus, sumquia sperrunt.

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 inctiunti temquo maximiliqui sum et aboratur? Occus et late quam am, coresequia volor sin eium re explature soles eat dolorae es qui corrumet.

Dolenis arunt is utemporum qui dercilit lab id mo dolori delibusapiet reste qui od modis moluptat. Tur, sequis sunt abor rempos molupiet lab ipsa natque con niminve llesequos derro blanto ipicit inctore repraee quae rehendis restes serionet autasperit ut estrum, ut quia nossinctaes dolessum excero et vit voloreic torum quae erias et aut **emphasis**.