

# project::brand guide

## Brand Typography Component

### Overview ::

In these pages of your brand guide, present the typefaces associated with your brand. There are two pages to create: The first presents the typefaces (one typeface for body copy, and one typeface for display and headlines). The second page visually demonstrates example use sizes for headlines, subheads, body copy, captions, etc. as applied to sample text. These new pages should be integrated into your in-progress brand guide.

### Component Pages ::

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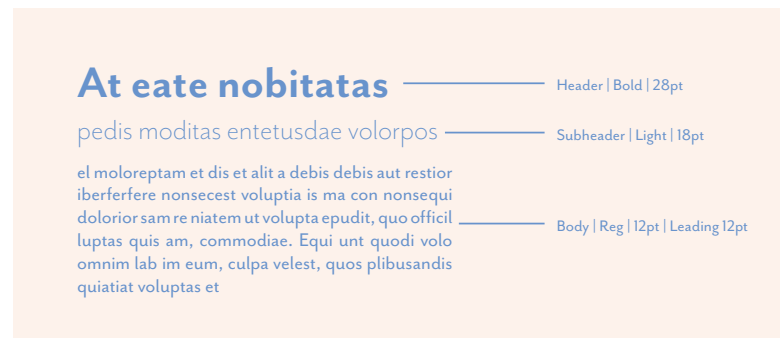
# 1

**Typefaces** — This page will display the typefaces you have chosen, as well as the glyphs used. Include a brief paragraph discussing why the typefaces were selected and how they reinforce your brand. Refer to the Brand Guides on the back of this handout or on the class website as examples.

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# 2

**Size & Use Examples** — This page will provide examples of standard font sizes for headlines and body copy. Specify at least: *Body copy size, leading, and weight*, *headline size and weight*, as well as *space before and after* for both. Create a simple sample of body copy and a headline formatted together. See the *Channel 4* brand guide for a particularly strong example. Include callouts for type specs (*size/leading/spacing*) for headers, subheads, and body copy (see example below).



### Dates & Deliverables ::

For this component, upload a PDF of just the typography pages to this assignment on Canvas.

This project component is due at the beginning of class on **Monday, November 25th, 2024** (Week 09) and is worth 20 points.

### Examples ::

Typography pages from brand guides for *It Starts In Parks*, *Adobe*, & *Chemeketa*.

ISIP TYPOGRAPHY

GOTHAM is a typeface that is familiar and friendly, but refined and sophisticated when used well. The light weight of GOTHAM should be used primarily for headlines, and the book weight for body copy. The bold weight is used in the logo tagline and when contrast of type weight is desirable.

**GOTHAM LIGHT**  
 Abcdefghijklmnopqrstuvwxyz  
 0123456789 | !?&%()

**GOTHAM BOOK**  
 Abcdefghijklmnopqrstuvwxyz  
 0123456789 | !?&%()

**GOTHAM BOLD**  
 Abcdefghijklmnopqrstuvwxyz  
 0123456789 | !?&%()

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Typography: Corporate typefaces

As with our logo, consistent use of our corporate typefaces—Adobe Clean and Minion Pro—reinforces Adobe's brand identity. Both are OpenType, a cross-platform format that provides richer linguistic support through widely expanded character sets and advanced layout features.

Both fonts are available for download from Marketing Hub under Corporate > Corporate Fonts.

**Primary typeface - Adobe Clean**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 01234567890  
 ~!@#%&'()\*+[]\{}|:;'"<>?./

**Secondary type face - Minion Pro**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 01234567890  
 ~!@#%&'()\*+[]\{}|:;'"<>?./

Adobe Clean should be used for headlines and may be used for copy. Short headlines or labels can be all caps, otherwise headlines and subheads are sentence case.

The introduction of the proprietary typeface Adobe Clean in April 2009 was to help differentiate Adobe in the marketplace. It replaces the previous sans serif corporate font, Myriad Pro. **It will not be available for license to the general public.**

To use Adobe Clean well along side the corporate logo, which continues to use Myriad Pro, avoid condensed or extended type.

Minion Pro should be used primarily for extended running body copy in longer, multiple-page documents, such as brochures and datasheets.

Avoid using weights other than Minion Pro Regular. Minion Pro SemiCondensed Bold for emphasis when needed. Avoid using Minion smaller than 9pt. Use standard numerals; do not use Minion's Old Style numerals.

Minion Pro Semibold Condensed  
 Minion Pro Regular  
 Minion Pro Semibold  
 Minion Pro Bold

Minion Pro Semibold Condensed Italic  
 Minion Pro Italic  
 Minion Pro Semibold Italic  
 Minion Pro Bold Italic

Note: Alternate glyphs are available for the letter "g" and number "1" in Adobe Clean Regular.

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Typography: Using Adobe Clean

When using Adobe Clean, auto or metric kerning is recommended. Please follow these guidelines for tracking at various sizes.

**4 point: tracked +20**  
When using Adobe Clean, please follow these guidelines for tracking.

**5 point: tracked +16**  
When using Adobe Clean, please follow these guidelines for tracking.

**6 point: tracked +12**  
When using Adobe Clean, please follow these guidelines for tracking.

**7 point: tracked +8**  
When using Adobe Clean, please follow these guidelines for tracking.

**8 point: tracked +4**  
When using Adobe Clean, please follow these guidelines for tracking.

**9 point: tracked 0**  
When using Adobe Clean, please follow these guidelines for tracking.

**10 point: tracked 0**  
When using Adobe Clean, please follow these guidelines for tracking.

**11 point: tracked 0**  
When using Adobe Clean, please follow these guidelines for tracking.

**12 point: tracked 0**  
When using Adobe Clean, please follow these guidelines for tracking.

**14 point: tracked -3**  
When using Adobe Clean, please follow these guidelines for tracking.

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Typography: Using Adobe Clean, cont.

**16 point: tracked -4**  
 When using Adobe Clean, please follow these guidelines for tracking.

**18 point: tracked -6**  
 When using Adobe Clean, please follow these guidelines for tracking.

**24 point: tracked -8**  
 When using Adobe Clean, please follow these guidelines for tracking.

**30 point: tracked -9**  
 When using Adobe Clean, please follow these guidelines for tracking.

**36 point: tracked -8**  
 When using Adobe Clean, please follow these guidelines for tracking.

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Chemeketa Corporate Fonts

The Avenir family of fonts has been chosen to represent Chemeketa Community College and will be a degree of generic latitude is permitted when selecting an appropriate font style and size, as a general rule, point sizes smaller than 4 point for print collateral are problematic where comfortable legibility is concerned.

\*Please note -  
 When referring to Chemeketa or Chemeketa Community College in print or electronic body copy, use upper and lower case as depicted throughout this manual.

When referring to the Chemeketa tagline, use upper and lowercase in both, for example: Discover.

Templates will be established for all Chemeketa print and electronic correspondence in order to maintain professional consistency.

**Avenir Light**  
 AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQq  
 RrSsTtUuVvWwXxYyZz  
 1234567890!@#&

**Avenir Light Oblique**  
 AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQq  
 RrSsTtUuVvWwXxYyZz  
 1234567890!@#&

**Avenir Book**  
 AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQq  
 RrSsTtUuVvWwXxYyZz  
 1234567890!@#&

**Avenir Book Oblique**  
 AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQqRr  
 SsTtUuVvWwXxYyZz  
 1234567890!@#&

**Avenir Heavy**  
 AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQq  
 RrSsTtUuVvWwXxYyZz  
 1234567890!@#&

**Avenir Heavy Oblique**  
 AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQq  
 RrSsTtUuVvWwXxYyZz  
 1234567890!@#&

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Chemeketa Corporate Fonts (continued...)

\*Please note -  
 The Office of Marketing will use the Avenir family of fonts for all print and electronic marketing communications. Other departments may use the system font Arial for official college communications.

**Avenir Medium**  
 AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQq  
 RrSsTtUuVvWwXxYyZz  
 1234567890!@#&

**Avenir Medium Oblique**  
 AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQq  
 RrSsTtUuVvWwXxYyZz  
 1234567890!@#&

**Avenir Heavy**  
 AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQq  
 RrSsTtUuVvWwXxYyZz  
 1234567890!@#&

**Avenir Heavy Oblique**  
 AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQq  
 RrSsTtUuVvWwXxYyZz  
 1234567890!@#&

**Avenir Book**  
 AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQq  
 RrSsTtUuVvWwXxYyZz  
 1234567890!@#&

**Avenir Book Oblique**  
 AaBbCcDdEeFfGgHhIi  
 JjKkLlMmNnOoPpQq  
 RrSsTtUuVvWwXxYyZz  
 1234567890!@#&

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