

Apart from the GEP logo, Foundry Form Sans is used in our identity. This font and the fonts illustrated style options form the basis of our identity's visibility and written expression. This range of font weights, gives us the capability to create clear and easily appreciated communication across all media.

See the applications section on how to apply them.

PRIMARY TYPEFACE	GAUTENG ENTERPRISE PROPELLER FOUNDRY FORM SANS BOOK SC
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Used for headings titles, descriptors & signage	Arial
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Trebuchet MS Used for the slogan	Moulding Entrepreneurs
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SECONDARY TYPEFACE	GAUTENG ENTERPRISE PROPELLER ARIAL REGULAR
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Used for disclaimers on stationer, e-mail sign-off details and other electronic elements such as PowerPoint.	Arial (Bold, Regular)
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When we use typography we need to be clear in the way we structure and emphasise items. Readability is of the utmost importance. These headings and text styles are recommended for their clarity and flexibility.

Typography style should always be ranged left and right, type should always be legible. When placing type on a white background Pantone 541C is used for headings and body copy. The typeface should be in white whenever the background is pantone 541C (GEP Blue) for legibility.

Headline

Arial

Sub-Heading

Arial

Body Copy

Arial

THE MAIN HEADING

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore bet dolore magna aliquyam erat, sed diam voluptua.