

Sprint Sans

Q4 2013

**Sprint Sans is a
custom typeface
designed to
be a friendly,
conversational
extension of the
Sprint brand
identity.**

- **Sprint Sans uses a high x-height and open characters which makes it feel friendly and engaging.**
- **The headline treatment has a bold and convicted attitude while still feeling conversational.**
- **Tighter spacing in heavy weights adds energy to the tone of voice.**

Sprint Sans Black

Sprint Sans Black Italic

Sprint Sans Bold

Sprint Sans Bold Italic

Sprint Sans Medium

Sprint Sans Medium Italic

Sprint Sans Regular

Sprint Sans Regular Italic

Sprint Sans Black

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
01234567890**

Sprint Sans Bold

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

01234567890

Sprint Sans Medium

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
01234567890**

Sprint Sans Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
01234567890

General
Communication
Hierarchy

Headline
Sprint Sans Black
48/44
negative leading
do not crash ascenders
and descenders

Sub Headline
Sprint Sans Medium
16/16

Body
Sprint Sans Regular
10/12

CTA
Sprint Sans Bold
10/12



**Lorem sit
ipsum dolor
sit amet.**

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
diam nonummy nibh euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat.

sprint.com

Contact

For access to Sprint Sans please contact the Brand Marketing Group at brandgroup@sprint.com

Sprint Sans is available for use on Sprint marketing materials only. Use for any other purpose is strictly prohibited.

Thank You