

Typeface

Typeface 1.

Avenir Next Condensed- Bold

Aa Bb Cc Dd Ee Ff

This typeface should be used for all content related to the brand. Typography is written in lower-case letters always. There is an exception to this for the word-mark.

Word Mark.

KATEWILSON

Her word-mark is written in upper-case letters always and should maintain the relevant kerning always.

Typeface2.

Avenir Next Condensed - Bold - Italic

Aa Bb Cc Dd Ee Ff

This typeface may be used to highlight key words and make them stand out from the main body of text.

e.g. " She is driven by the power that we as designers have, to **Create** something impactful and **Build** something exciting."