

Typography

The main typography family, to be used whenever possible, is **Futura PT**. All variations of this type family are allowed. Kerning should be set to Automatic, and Tracking (character spacing) to +50 points.

Futura PT Light

Futura PT Book

Futura PT Medium

Futura PT Demi

Futura PT Heavy

Futura PT Bold

Futura PT Light Oblique

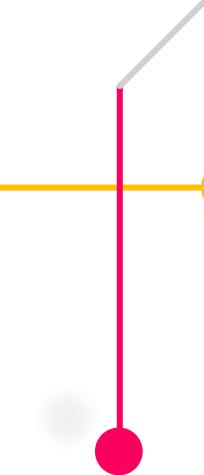
Futura PT Book Oblique

Futura PT Medium Oblique

Futura PT Demi Oblique

Futura PT Heavy Oblique

Futura PT Bold Oblique



Typography

The **secondary typography family**, should be used whenever it isn't possible to use the primary one. That includes email marketing, slide presentations or any other digital form that restricts the font use to software native options. In this case, the font family should be **Century Gothic**. All variations of this type family are allowed. Tracking (character spacing) should be set to +1 point.

Century Gothic Regular

Century Gothic Italic

Century Gothic Bold

Century Gothic Bold Italic

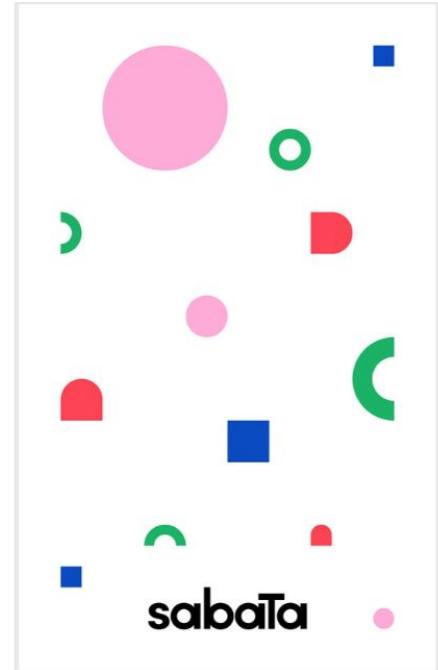
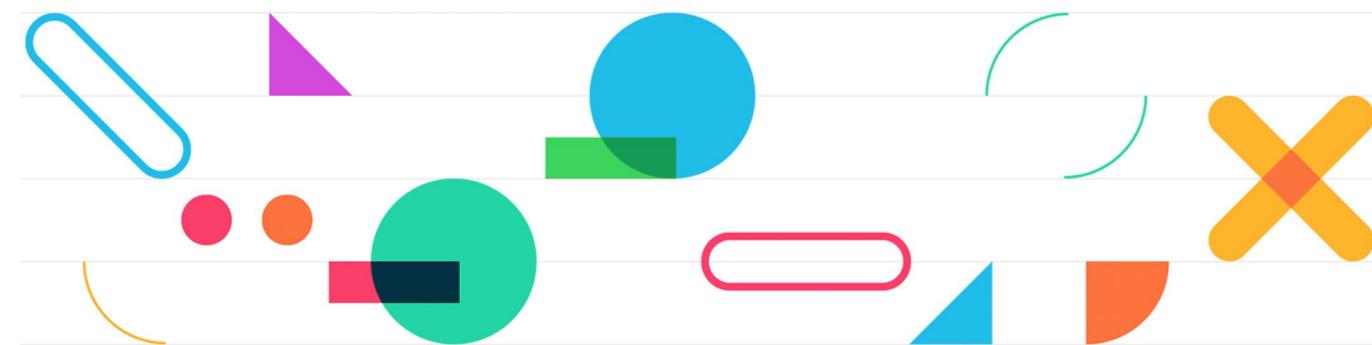
Look & Feel

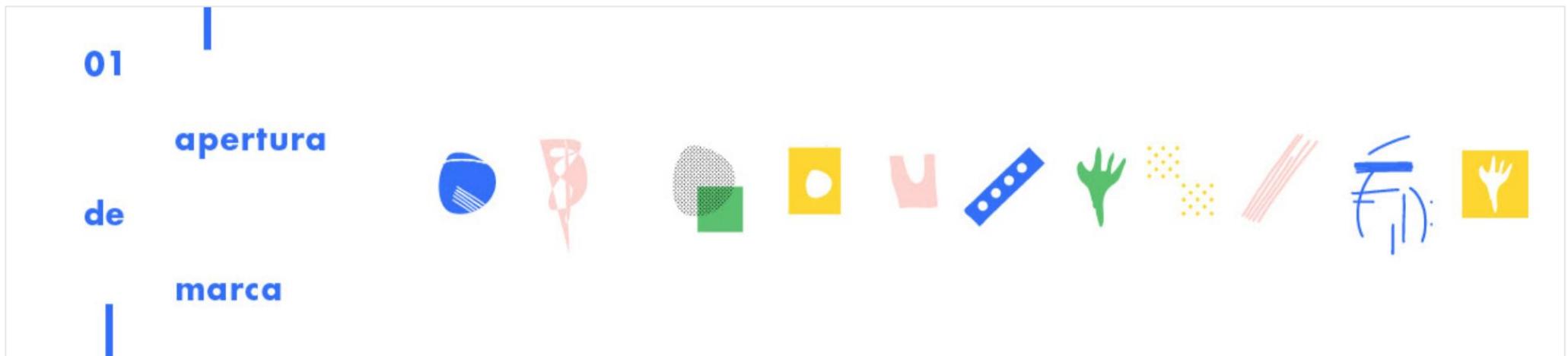
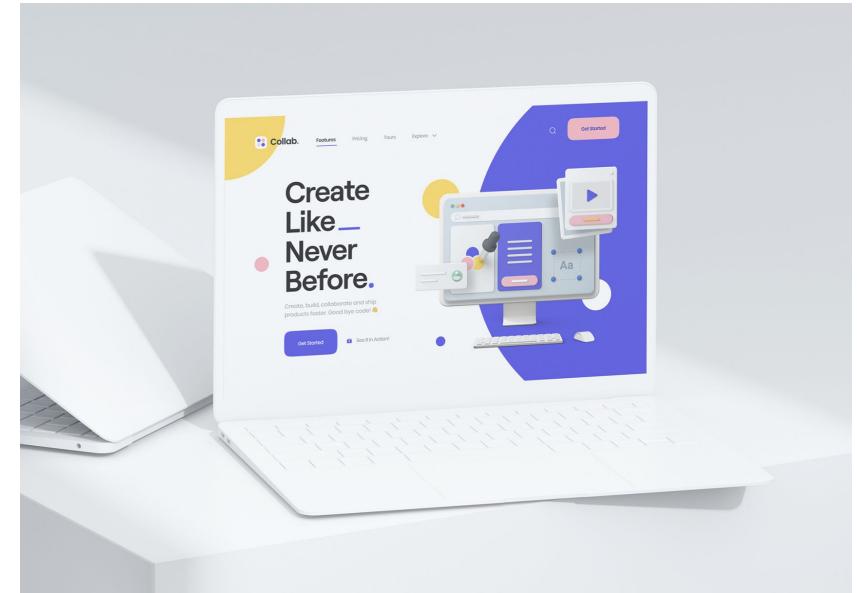
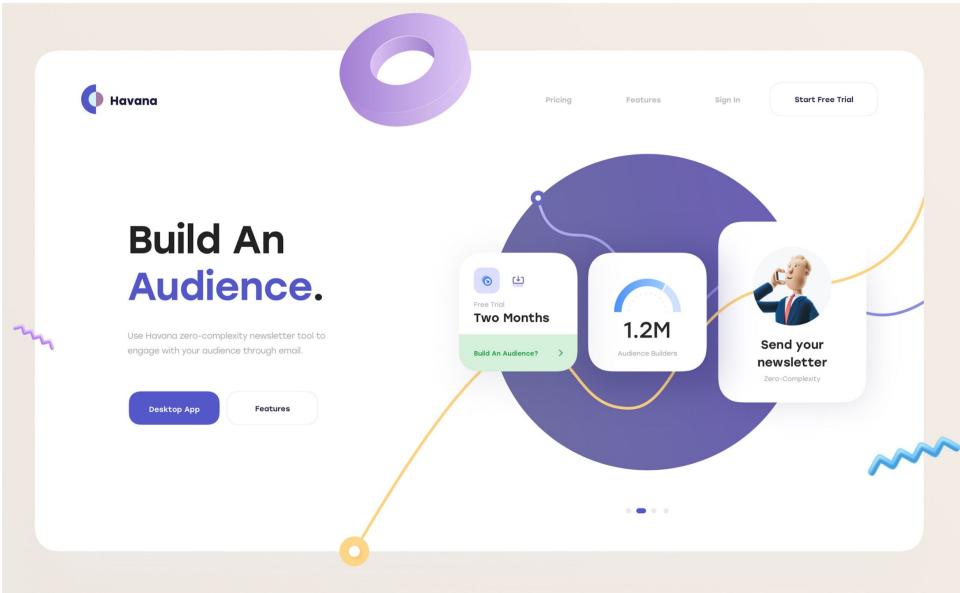
Look&Feel

Simple

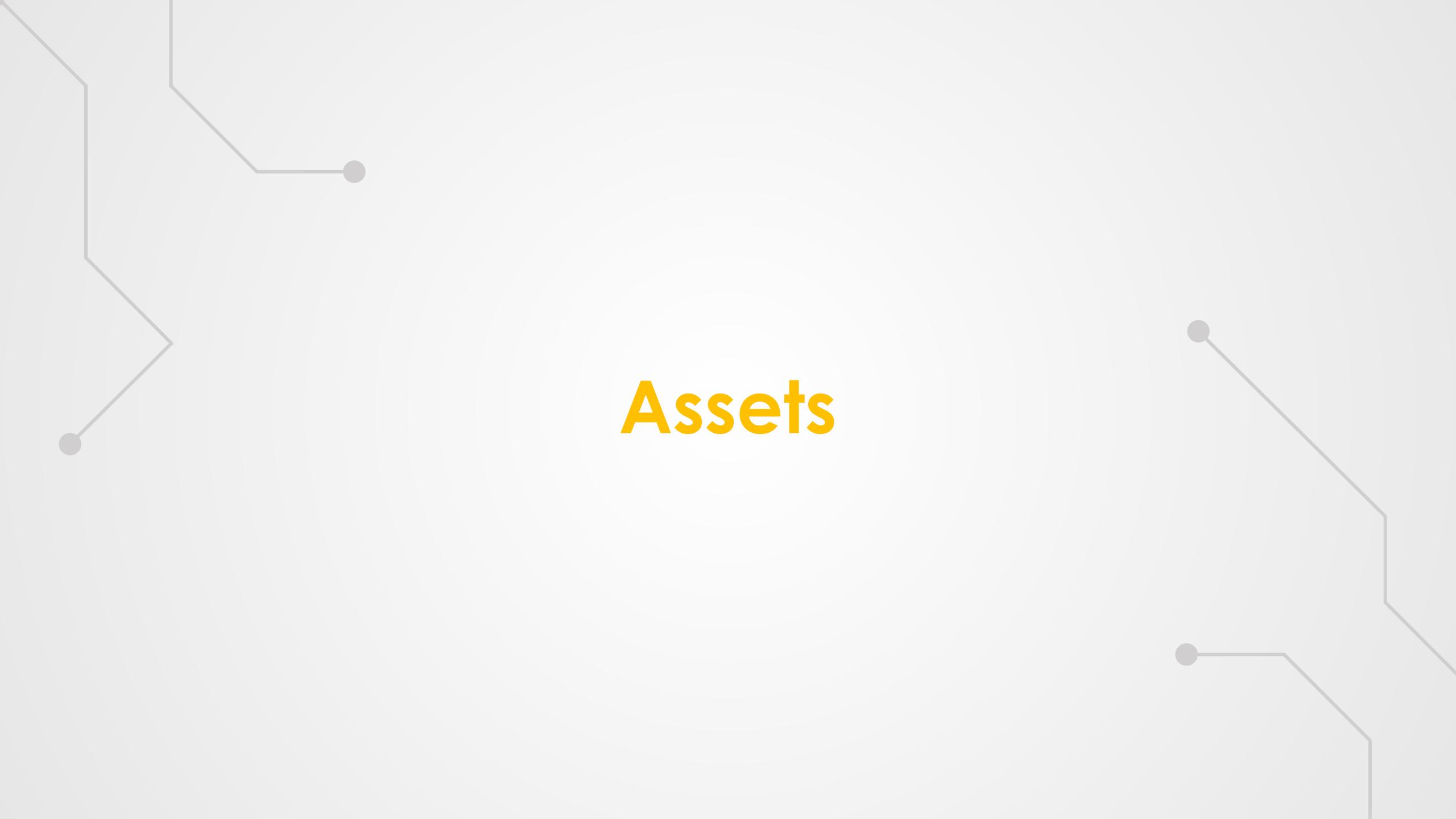
Light

Playful

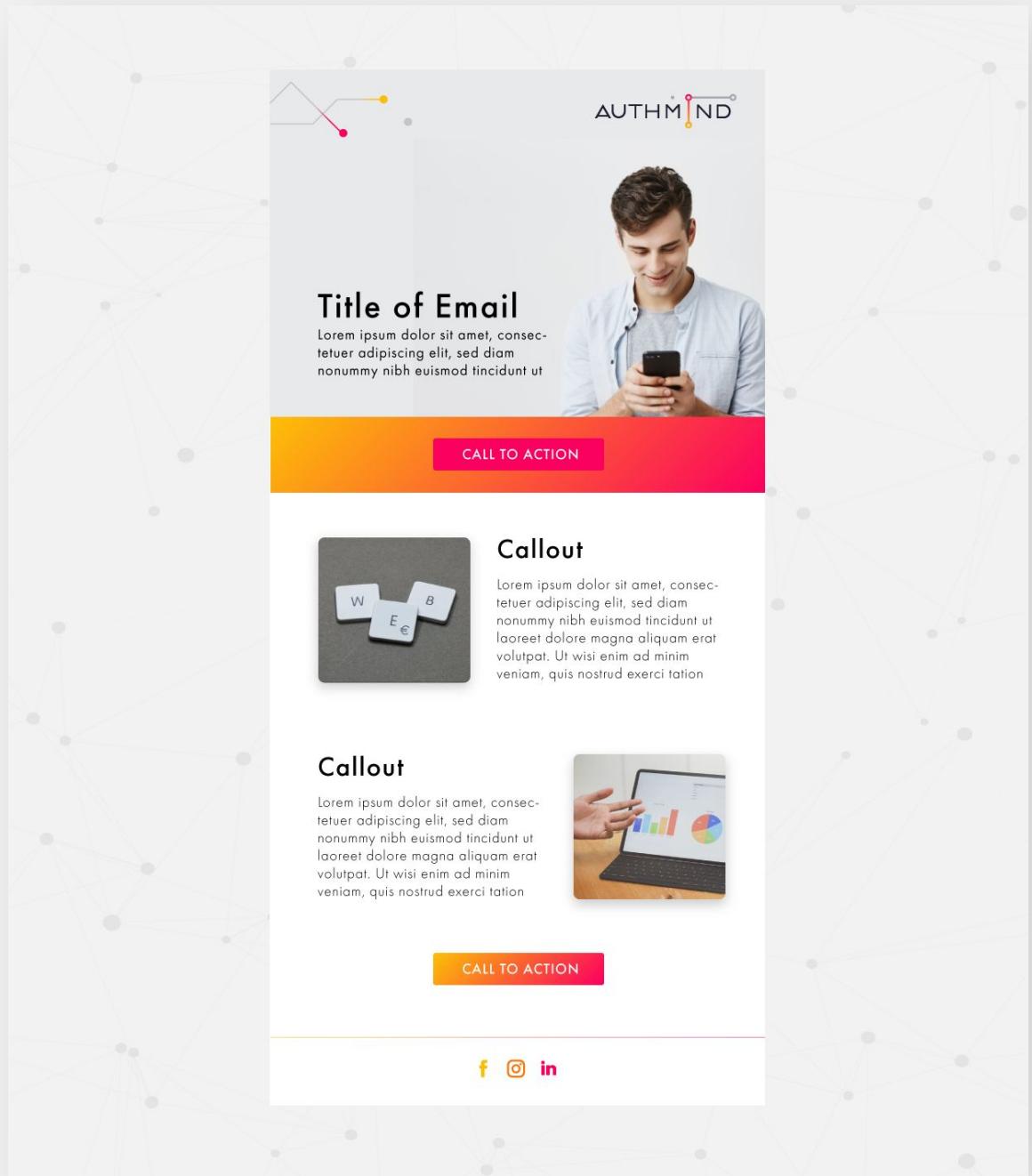
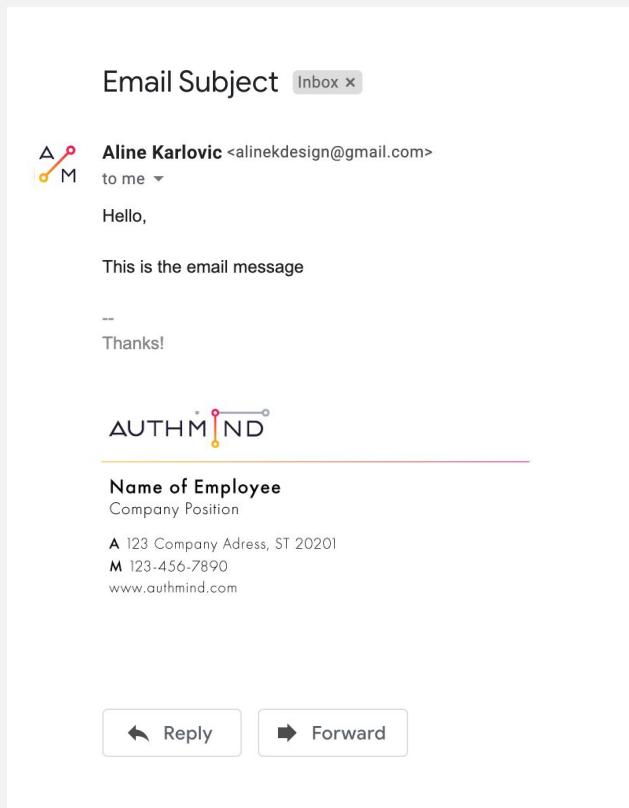




Assets



Email Template & email signature



Collateral



Documents



THIS IS THE TITLE

And a subtitle if necessary

This is a highlight or call out. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercit tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure

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