

# Typography

Typography plays a major role in shaping a brand because it helps create a consistent look and feel. For all Homeland Security communications, one typeface — Joanna MT — is preferred. This typeface has been chosen because it complements the look of the Homeland Security wordmark.

When Joanna MT is not available on your computer, you may substitute Times New Roman for Joanna MT.

ITC Franklin Gothic has been selected as a secondary or complementary font for Joanna MT. It may be used for headlines, subheads, captions and other supporting text.

When ITC Franklin Gothic is not available on your computer, you may substitute Arial for ITC Franklin Gothic.

Joanna MT

abcdefghijklmnopq

rstuvwxyz

1234567890\$&?{ }

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ITC Franklin  
Gothic Book

abcdefghijklmnopq

rstuvwxyz

1234567890\$&?{ }

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

# Web site typography

Shown below are the acceptable typefaces for web site use. The corporate typeface Joanna MT, offers a variety of cuts and weights. It should be used as bitmapped text only.

Joanna MT - Bitmapped text only

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$&?{}

Joanna MT  
Joanna MT *Italic*  
**Joanna MT Bold**  
**Joanna MT Bold *Italic***

Arial will be the standard for HTML text for the U.S. Department of Homeland Security web site. Times New Roman, a serif typeface should be used for captions.

Arial - HTML text only

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$&?{}

Arial Roman  
*Arial Italic*  
**Arial Bold**  
***Arial Bold Italic***

Times New Roman - HTML text only

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$&?{}

Times New Roman  
*Times New Roman Italic*  
**Times New Roman Bold**  
***Times New Roman Bold Italic***