

Avenir is our body copy typeface and has been selected for its clarity and legibility. The organic letterforms reflect the personal nature of our brand.

Avenir is used for all body copy in our communications. However, we use Arial as the body copy typeface for proprietary communications like PowerPoint.

Download Avenir
The Avenir font can be purchased and downloaded from linotype.com

Avenir

Avenir

Avenir 85 Heavy
Avenir 65 Medium
Avenir 45 Book

SECONDARY TYPEFACE
USAGE

Used as our body copy typeface within all print and digital communications.

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.:;,'!@f\$&*?">

Subheadings
– Avenir 85 Heavy.

Body Copy
– Avenir 45 Book.

Legalese
– Avenir 45 Book (Avenir 65 Medium when text requires extra stand-out).

Kerning
– Set from 0-10 depending on application.