1 3 TYPOGRA

TERTIARY TYPEFACE

## Tinos helps to reflect a more personal quality to our brand.

## Download Tinos The Tinos font is free to download from google.com/fonts

It is compulsory to add the legal line below to the back of all communications (discreetly, smaller than the body copy size) whenever Finos has been used:

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1.3 TYPOGRAPHY

## **SECONDARY TYPEFACE**

USAGE

Used for quotes (spoken word) and pull-outs, Tinos adds humanity and balances the modern aesthetic of our primary and secondary typefaces.

## Tinos

Tinos Regular *Tinos Italic* 

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

- Only used for quotes (spoken word) and pull-outs.
- Quotes are kept short and succinct.
- Tinos Italic must only ever be used alongside Tinos Regular to highlight an area of copy. It must never dominate or be used on its own.
- Tinos should always be used at a larger point size than body copy and should never be used below 10pt.

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