BRANDED AND SUBSTITUTE SYSTEMS FONTS

STRATUM 2

Aa (thin) Aa (light) Aa (regular) Aa (medium) Aa (bold) Aa (black)

Stratum 2 is our display font. It works best for headlines at 18 points or larger. All weights of the font are appropriate for use in headlines. Due to the geometric nature of the characters, the lighter weights of the font are recommended for uses smaller than 18 points, such as in subheads or pull quotes. Never use Stratum 2 for body copy.

The systems font substitute for Stratum 2 is Impact.

Georgia

Aa (regular) Aa (regular italic) Aa (bold) Aa (bold italic)

Georgia is our serif font. It is best suited for headlines and subheads, and should not be used for body copy.

Georgia is a systems font; there is no substitute.

Kievit Office

Aa (regular) Aa (medium)

Kievit is our workhorse font. We can use it for smaller headlines, body copy and captions. It is a highly legible, cleanly constructed face that is suitable at sizes from 5 to 19 points.

Systems substitute for Kievit Office is Verdana.