

Fonts

Typefaces play an important role in identifying the Fermilab brand. For in-house communication we recommend the use of Helvetica and Palatino as the primary typefaces. Consider these font choices as guidelines and suggestions, rather than as restrictions. Substituting fonts is acceptable in internal communications if the primary typefaces are not available. When choosing your font, the overall goal should be consistency, legibility and readability.

For print and electronic communication products created by graphic designers, the recommended typefaces are Helvetica Neue and Adobe Garamond in the weights described below. Substitutions are only permitted with prior approval from Visual Media Services.

For questions or comments regarding the font selection, guideline, or if design assistance is needed, please contact VMS at vismedsr@fnal.gov.

Fonts for Fermilab Staff

This set of fonts are intended for day-to-day use—correspondence, memos and all in-house communication. Recommended are a set of primary typefaces (Helvetica and Palatino) and substitute typefaces (Arial and Times New Roman). The substitute selection should be

used only if the primary typefaces are not available on your computer. Although not shown in the example below, italic in both bold and regular weights can be used sparingly for emphasis only.

Sans Serif

Helvetica is recommended for use on displays, posters, headlines, titles, chart figures, signage, letterheads and memos. When appropriate, use Helvetica Regular for body text. Arial is the recommended substitute typeface.

Serif

Palatino is recommended for body text. It was chosen to complement Helvetica and enhance readability. Times New Roman is the recommended substitute typeface.

Primary Typefaces

Helvetica Bold

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Helvetica Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Palatino Linotype Regular (or Palatino)

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Substitute Typefaces

Arial Bold

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Arial Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Times New Roman Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Fonts for Graphic Designers

This set of fonts are intended for use by graphic designers when typesetting external and key internal publications. Substitutions

are only permitted with prior approval from Visual Media Services. For design assistance, please contact VMS at vismedsr@fnal.gov.

Adobe Garamond is recommended for use in lengthy publication text settings.

Helvetica Neue 55 Roman can also be used for body text. Italic in both bold and regular weights can be used sparingly for emphasis only.

Adobe Garamond Bold can also be used for headlines, subheads and titles, when appropriate.

Sans Serif Typeface: Helvetica Neue

Helvetica Neue 75 Bold

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Helvetica Neue 55 Roman

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Serif Typeface: Adobe Garamond

Adobe Garamond

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789 (Use oldstyle figures)

Adobe Garamond

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789 (Use oldstyle figures)

Typography Examples for In-House Communication

These are a few examples of how the serif and sans serif typefaces can be used with example type sizes. Combining a primary typeface with a substitute typeface is allowed if you do not have all the primary fonts installed on your computer. When choosing your font

combinations, the overall goal should be consistency, legibility and readability. Avoid using many different typefaces in your communication materials.

Recommended Type Combinations

Helvetica Bold for Headlines 10pt Bold

Palatino (Linotype) in regular weight for body text. 10pt Regular

Caborem fugitatio. Nam si dolorem reptustiis mi, nust, ate prest, torrovit velesti occumquam init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet evenis doluptatio init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet evenis doluptatio quaspis

Helvetica Bold for Headlines 14pt Bold

Helvetica Regular can be used for body text. 10pt Regular

Caborem fugitatio. Nam si dolorem reptustiis mi, nust, ate prest, torrovit velesti occumquam init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet evenis doluptatio quaspis dis. Ehendebi taquiae et omnisitatem faccupdamus sequi omni voluptatio conseni stius.

Substitute Type Combinations

Arial Bold for Headlines 12pt Bold

Times New Roman in regular weight for body text. 10pt Regular

Caborem fugitatio. Nam si dolorem reptustiis mi, nust, ate prest, torrovit velesti occumquam init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet evenis doluptatio quaspis dis es init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet evenis doluptatio

Arial Bold for Headlines 11pt Bold

Arial Regular can be used for body text. 10pt Regular

Caborem fugitatio. Nam si dolorem reptustiis mi, nust, ate prest, torrovit velesti occumquam init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet evenis doluptatio quaspis dis es autaque latium autasi omni nes simagnihil int, ilibea cus persped qui con repudamus.

Other Possible Type Combinations

Helvetica Bold for Headlines 10pt Bold

Times New Roman in regular weight for body text. 10pt Regular

Caborem fugitatio. Nam si dolorem reptustiis mi, nust, ate prest, torrovit velesti occumquam init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet evenis doluptatio quaspis dis es aute init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet evenis doluptatio

Arial Bold for Headlines 13pt Bold

Palatino (Linotype) in regular weight for body text. 12pt Regular

Caborem fugitatio. Nam si dolorem reptustiis mi, nust, ate prest, torrovit velesti occumquam init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet

Combinations To Avoid

We discourage using a combination of sans serif typefaces, for example Helvetica for the Headline with Arial as body text, and the combination of serif typefaces, for example Palatino for the headline and Times New Roman for the body text.

~~Helvetica should not be used with Arial~~

~~Arial should not be used with Helvetica.~~

~~Palatino should not be used with Times New Roman~~

~~Times New Roman should not be used with Palatino.~~