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**Bauer Bodoni Bold Caps**  
Heading font  
Minimum size 22pt

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**Gotham**  
Body text font  
Can be used in the following weights:  
Gotham Light  
Gotham Book  
Gotham Medium

Consistent typography plays an important part in creating a coherent identity. To further build on the identity's strengths two new typefaces have been introduced. Bauer Bodoni, a headline font chosen for its distinctiveness and heritage. Gotham for body copy, a modern font chosen for its clarity and accessibility. Gotham comes in a wide range of weights and has been chosen to compliment Bodoni. They should be used for all external communications.

## TYPOGRAPHY

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
123£#&%?+>@≤Ω,.**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
£ # & € % ? + > @ ≤ ff , .

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
£ # & € % ? + > @ ≤ ff , .

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
£ # & € % ? + > @ ≤ ff , .

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### Alternative fonts

A new system font has also been introduced when Bauer Bodoni and Gotham are unavailable. The font Verdana can be used for both headlines and body copy. Verdana is freely available on all computers.