Brand Elements: Typography

We use two primary fonts for our brand communication: Raleway and Calibri, though Arial may be used when a third option is required. Raleway was chosen for its open and very circular letter forms (think 360°). It is also a Google font which is accessible for both print and web work. Electronic communications (e.g., email, Word documents, and PowerPoint presentations) work best with Calibri as it is more consistent for cross-platform applications. A variety of weights for our primary fonts is shown below.

Raleway
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

You may download and install the Raleway fonts from Z:\Public\Brand Elements\4 - Typography\Raleway.