

TYPOGRAPHY

Type can be a powerful brand tool when used carefully and consistently. To help us establish a consistent and credible brand style, a single family of typefaces has been chosen for most applications – OPTIMA. It has been chosen because it is contemporary, simple and readable. For simplicity and ease of use, we only use select weights

OPTIMA regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

OPTIMA bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890