

Section 3

3.3 Typography

3.3.1 Typefaces

The typefaces within the brand have been selected in order to give an underlying level of quality to the finer details of the brand. This strong typographic style creates a foundation for the more integral brand elements to sit upon, whilst offering its own look and feel, coherent to that of the entire brand. All of the typefaces are clean, legible and purposeful whilst being both traditional and contemporary.

3.3.1 Typefaces

FF Bau

FF Bau is the primary typeface of the brand and must always be the first choice for text usage.

A clean and contemporary typeface, which has been strongly inspired by pioneering type casts from a century ago. This contemporary progression is rationalised perfectly alongside the spirit and warmth of its inspiration.

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The font files are not supplied, but in order to use them as directed, licenses are required and can be purchased from FontFont. (www.fontfont.com)

FF Bau Medium

**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 0123456789
!"%&'()*.,:;/?@[\\]|€£\$**

FF Bau Regular

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
0123456789 !"%&'()*.,:;/?@
[\\]|€£\$

3.3.1 Typefaces

Akkurat Mono

Akkurat Mono is the secondary typeface and must be used in support of FF Bau on all customer materials.

A solid and reliable typeface with remarkable legibility. Its contemporary freshness, is balanced alongside its traditional pragmatic roots, a combination which ensures optimal readability across print and digital platforms, and at any size.

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Akkurat Mono

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 0123456789
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[\] | £ \$

3.3.1 Typefaces

Sabon LT Std

Sabon is the tertiary typeface and must always be used for large amounts of text in all corporate products of the brand.

A traditional and refined serif typeface, perfect for large amounts of body copy. Famous for its usage in book typography, business documents and corporate design.

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Sabon LT Std Roman
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 0123456789
!"%&'()* .,:;/?@[N]|£\$

Sabon Lt Std Italic
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 0123456789
!"%&'() .,:;/?@[N]|£\$*