

Fonts

All Exchange Media Group corporate branding utilizes two fonts: Fira Sans and FreightText Pro. Fira Sans is a clean and legible sans serif font that is intended to instill trust in the reader. It is easily distinguishable as a headline font, and works well in print or on digital platforms.

FreightText Pro is a serif font that is also flexible across platforms, and has many weights and styles that are useful in a variety of settings.

Fira Sans Compressed has also been selected as a limited use font for situations requiring condensed type in smaller spaces.

For digital use, we recommend using Open Sans for body copy.

Headline Fonts

FOR PRINT & DIGITAL USE

FIRA SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FIRA SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FIRA SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Limited Use Fonts

FIRA SANS COMPRESSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FIRA SANS COMPRESSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy Fonts

FOR PRINT USE

FREIGHT TEXT PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FREIGHT TEXT PRO BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FREIGHT TEXT PRO BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FOR DIGITAL USE

OPEN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OPEN SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890