

Type Styles

The following styles are in place to ensure that the Exchange Media Group's written content is conveyed in an effective and consistent way.

HEADLINE • 16/18 pt Fira Sans Bold
*(headlines should be set in Sentence Style.
Shorter headlines may be set in Title Caps.)*

SUBHEADLINE
12/14 pt Fira Sans Regular

CATEGORY HEADER OR EMPHASIS
8/10 pt FreightText Pro Book Bold
8/10 pt Open Sans Bold

BODY COPY
8/10 pt FreightText Pro Book *or*
8/10 pt Open Sans Regular

IMPORTANT TITLES OR FEATURES
(try to limit to 5 or less words, if possible)
8/10 pt Fira Sans Bold, Tracking 150%

PULL QUOTES • 12/14 pt Fira Sans Italic Bold

IN-TEXT QUOTE OR EMPHASIS
8/10 pt FreightText Pro Book Italic

NUMBERS OR STATISTICS
32 pt Fira Sans Regular or Bold

FEATURE OR BENEFIT
8/10 pt Fira Sans Bold, Tracking 150%

Article headline here.
Keep reading to learn more.

This is the subheadline for
this article. Keep reading!

An opening line of a paragraph or category
headers may be bold.

Verio esti aspit, omnis dolo blaut vollique volende
liciatemos doloriae res sum non nime omnimi, nobit
eos utem. Itatium litatiis explignam ium labo. Piderib
usandebitam quamus et qui venet, quam essundi
tatius, int possimus qui quunt ut lam quasim nonsent
eossi to dolo dolorrum andipitaque voluptam ipsunt
atem facculparum fugiate nonsequam quo que.

An opening line of a paragraph or
category headers may be bold.

Verio esti aspit, omnis dolo blaut vollique vo-
lende liciatemos doloriae res sum non nime om-
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quunt ut lam quasim nonsent eossi to dolo
dolorrum andipitaque voluptam ipsunt atem
facculparum fugiate nonsequam quo que.

IMPORTANT TITLE HERE

***A large pull quote can be set in
Fira Sans Italic Bold.***

*In-text quotes or areas of emphasis can be set in
FreightText Pro Book Italic.*

20%

OFF YOUR
PURCHASE

20%

OF HOMES
REACHED

Baseline Grid

Baseline grids for pages should be set up
to allow for balanced page layouts.
On this page, we have set up gridlines
every 6p with 8 subdivisions. Increments 10p.

Paragraph Styles

This InDesign Document is set up with
Paragraph Styles for each of the styles listed
above. Please take advantage of these tools
and copy them into your working documents
to use as a starting point for your text layouts.