

Type Guidelines & Restrictions

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

Basic Guidelines

HEADLINES

1. Headlines should always be set in Fira Sans Bold.
2. Headlines should always be set in Sentence Case.
3. Headline point size should always be at least double the point size of the body copy.
4. Headline may be larger in certain situations, but an effort should be made to keep it under 3x the size of the body copy.
5. Subheadlines should be 4 points smaller than the headline.
6. Type should be set in increments of 4.

BODY COPY

1. Body copy should be no smaller than 8pt in size, with a leading of 10pt.
2. Body copy should not exceed 14/16pt
3. Body copy font should be appropriate for the application. Freight Text for print, Open Sans for digital. In some cases, Open Sans may be a more legible choice for print, and is appropriate to use.

IMPORTANT TITLES OR EMPHASIS

1. Important titles should be set in Fira Sans Bold, all caps, with 150% tracking.
2. No more than 5 words should be used for important titles.
3. Important titles can be set in any of the brand colors.
4. Important titles should not exceed 10pt in size.

NUMERALS

1. Unless being used in a headline, do not set numerals in any FreightText variation.
2. Numerals should be set in either Fira Sans Regular or Bold.
3. When used to illustrate percentages or statistics, numerals may be set in a larger point size.
4. Preferably, numerals should be kept in either Black, Cyan or Reverse, depending on the background or page color.