Brand Essentials
Making us all look good

Chapter 12:
Fonts and typography
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Why use the Brand Essentials guides?

In short, to ensure that all of our communications are recognisable as being ours.

The importance and significance of the University’s brand is in our Brand Book, while the day-to-day guidance of its application is described through a series of chapters in this guide that covers all aspects of our corporate identity.
Fonts and typography

Along with our logo and brand colour palette, our typeface helps to anchor the University’s visual identity and create cohesion between various communication tools and platforms.

We have specified fonts for different applications that support our visual identity.

The University logotype

Logotype is the lettered part of any marque or identity. The University corporate crest and logo has its own font: Perpetua Regular.

For all instances of the University logo, Perpetua is used exclusively in title case and the ‘of’ is presented in italics and in lower case.

You should not attempt to create or produce your own versions of the University logo.

You can download logo versions and approved logos from the Communications and Marketing website.

For detailed guidance on correct use see Brand Essentials Chapter 1: Our logo.
Print publications

To provide a cohesive University identity, public-facing printed content must be visually associated with the design elements that define our brand; the choice of font is a key component in this identity.

Corporate typeface
Perpetua is a licensed font that is not generally available on desktop computers but there is no requirement to use this font for most regular publications or documents. If you do have a specific project that requires the use of Perpetua, then it is available to buy online as ‘Perpetua regular’.

Perpetua
Perpetua was introduced in the 1990s as the primary University font. Perpetua is a freely available, serif typeface that conveys formality. A crisp, contemporary design not following any specific historic mode with a delicate structure similar to British fonts from the eighteenth century.

It is still the font that is used in the University logo; however, due to changing times and processes, the University now also includes san serif fonts in its corporate identity.

Usage: can optionally be used for publication titles, headlines and pull quotes.

Helvetica and Arial
Helvetica is a widely available sans serif typeface originally developed in 1957. It is considered a neutral typeface that has great clarity, no intrinsic meaning in its form, and can be used for a wide variety of purposes.

Arial is a widely available sans serif typeface originally developed in 1982 that is metrically identical to Helvetica.

Usage: can be used for all content.

Other documents
If you are producing everyday documents and materials in, for example, Word or PowerPoint, then Arial and Helvetica are approved as the recommended fonts for print. These are available as standard on any computer.

Corporate stationery
For detailed information about corporate stationery, such as business cards and letterheads, see Brand Essentials Chapter 3: Our stationery

Perpetua (9pt on 12pt leading)


Perpetua (9pt on 12pt leading)


Arial (9pt on 12pt leading)

To provide a cohesive University identity, all public-facing digital content must be visually associated with the design elements that define our digital look; the choice of font is a key component in this identity.

A consistent approach protects the brand and improves our users’ experience.

**Websites**

Detailed information and advice on the typography used on EdWeb is available from EdGEL, the University’s digital design language.

[www.ed.ac.uk/brand](http://www.ed.ac.uk/brand)

**EdWeb**

The University website uses two primary font types, Crimson Text and Source Sans Pro.

Any website built in EdWeb, or one that uses the distribution, will automatically use the correct fonts in the appropriate locations. You don’t have to worry about this.

The banner header area, which features the sub-site title and the optional parent unit text, uses Crimson Text. All other in page elements – headings, copy text, navigation, links, etc – use variations on Source Sans Pro.

**Source Sans Pro**

Source Sans Pro is an open-source sans serif typeface created for legibility in user interface design. With a variety of weights that read easily at all sizes, it provides clear headings as well as highly readable body text.

Usage: all navigational elements and in-page elements such as headings, copy, links, buttons, captions, tables, etc.

**Crimson Text**

Crimson Text, inspired by beautiful old style typefaces, is used in our banner headings. It is intended to reflect our heritage whilst remaining readable and accessible for our digital platforms.

Usage: banner header title text (sub-site title and optional parent unit text).

**Non-EdWeb websites**

If you are building a website that is not in EdWeb or does not use the distribution, then we recommend you reference the Google fonts API and apply Source Sans Pro and Crimson Text. These fonts should be applied in a manner that remains consistent with the principles of EdGEL.

Don’t introduce additional fonts to your projects, other than as part of an approved sub-brand.

**Digital signage**

Digital signage incorporates the high-profile, large electronic display screens strategically located around the University and includes timetabling and room information screens. These screens provide a highly visible communication medium for staff, students and visitors to the University estate.

Digital signage in the public areas of our buildings provides a high-impact opportunity to communicate with a variety of audiences. What is communicated, and how it is communicated, must be appropriate, effective and reflect the University’s status as a world-class global institution.

We recommend the use of Source Sans Pro and Crimson Text.

**See the Digital Signage brand chapter.**

**Email marketing communications**

Our corporate typefaces Helvetica and Arial can be used as the default options for most email marketing communications. Email clients have limited font support and more complex options may not work as intended.

If you have the technical capabilities, it is possible to reference external font library APIs that allow the use of our digital fonts Source Sans Pro and Crimson Text. Proceed with caution due to the added complexity and potential for error.