



WISTA

B R A N D S T Y L E G U I D E

TYPOGRAPHY

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CORPORATE TYPEFACES

Typography can be a powerful tool in the development of a corporate identity. Using a typeface consistently makes it recognizable, brings a cohesiveness to the communication and sets the tone of our brand. The chosen typefaces are similar to the one used in the logo, the characteristics of which are sans-serif, clean, modern and bold.

What follows is a list of the approved fonts and their uses as well as replacement fonts in the case they are not available.

COMMUNICATION FONTS

The Futura family should always be the preferred font. Bold for emphasis, italic for quotes and generally normal for everything else.

Headlines and call out phrases should use one of the corporate colours in order to stand out.

Main headlines should be in CAPITALS.

TYPOGRAPHY

FUTURA

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm

0123456789

FUTURA BOLD

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm

0123456789

FUTURA ITALIC

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm

0123456789

TYPOGRAPHY

REPLACEMENT FONTS

In the case that Futura is unavailable Arial could be used as a replacement. Always try using Futura if at all possible.

ARIAL

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm

0123456789

ARIAL ITALIC

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm

0123456789

ARIAL BOLD

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm

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