Introduction
The purpose of this guide is to clarify how the fonts within the DWFI Style Guide are to be used. This document should not be considered to be a part of the DWFI identity or the DWFI style guide, or even a strict set of rules to adhere to, but rather help communicators of DWFI understand how to use these typefaces, while also providing some basic typography knowledge.

Some of the fonts listed here are not listed within the DWFI Style Guide. The fonts featured within this guide have been used in numerous DWFI publications, which were created by professional design agencies. It is advisable that these additional fonts continue to represent DWFI.

FOR PRINT USAGE
Primary Group

Headlines

Berthold Akzindenz Grotesk Regular
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Berthold Akzindenz Grotesk Bold
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Berthold Akzindenz Grotesk Light
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Berthold Akzindenz Grotesk Medium
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Berthold Akzindenz Grotesk Super
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Berthold Akzindenz Grotesk Italic
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Berthold Akzindenz Grotesk Medium Italic
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Berthold Akzindenz Grotesk Bold Italic
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
### FOR PRINT USAGE

#### Primary Group

**Body Text**

Sabon Roman
```
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

Sabon Italic
```
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

Sabon Bold
```
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Print Typefaces**

The fonts listed provide an overview of typographic presence. Secondary fonts can be used; however, use of the primary fonts in key areas of a publication will contribute to successful and effective implementation of the DWFI identity system. [2]
Basic Typography

Body text is the term for the text forming the main content of a book, magazine, web page or other printed matter. [1]

Headlines are the text indicating the nature of the article below it. [1]

Display headline fonts are acceptable as a graphic element, but do not use them as the font in body text. [2]

A general rule of thumb: Don’t use more than three fonts per publication. This includes every variation of the fonts. [2]

It is a good idea to use fonts in their original, unmodified format. Outlines, shadows and any other distortions from the original fonts are generally unacceptable.

FOR PRINT USAGE

Secondary Group

Secondary Headlines
Arial Regular
abcdefhijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold
abcdefhijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Black
abcdefhijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Italic
abcdefhijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Body Text

Times New Roman Regular
abcdefhijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Italic
abcdefhijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Bold
abcdefhijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
FOR WEB/DIGITAL USAGE

**Headlines**

Times New Roman Regular
abcdefgijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Secondary Body Text**

Arial Regular
abcdefgijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold
abcdefgijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**References**

[2] University of Nebraska—Lincoln Toolbox