Typefaces
Primary typeface – printed media

The University of Bath primary typeface is Helvetica Neue.

Which weight?

Helvetica Neue 75 is used for titling and headings.

**Helvetica Neue 75**

<table>
<thead>
<tr>
<th>A B C D E F G H I J K L M</th>
<th>N O P Q R S T U V W X Y Z</th>
<th>a b c d e f g h i j k l m n o p q r s t u v w x y z</th>
<th>0 1 2 3 4 5 6 7 8 9</th>
</tr>
</thead>
</table>

Helvetica Neue 65 is used for sub-headings, pull-outs and copy segmentation.

**Helvetica Neue 65**

<table>
<thead>
<tr>
<th>A B C D E F G H I J K L M</th>
<th>N O P Q R S T U V W X Y Z</th>
<th>a b c d e f g h i j k l m n o p q r s t u v w x y z</th>
<th>0 1 2 3 4 5 6 7 8 9</th>
</tr>
</thead>
</table>

Helvetica Neue 55 and 45 are used for body copy.

**Helvetica Neue 55**

<table>
<thead>
<tr>
<th>A B C D E F G H I J K L M</th>
<th>N O P Q R S T U V W X Y Z</th>
<th>a b c d e f g h i j k l m n o p q r s t u v w x y z</th>
<th>0 1 2 3 4 5 6 7 8 9</th>
</tr>
</thead>
</table>

**Helvetica Neue 45**

<table>
<thead>
<tr>
<th>A B C D E F G H I J K L M</th>
<th>N O P Q R S T U V W X Y Z</th>
<th>a b c d e f g h i j k l m n o p q r s t u v w x y z</th>
<th>0 1 2 3 4 5 6 7 8 9</th>
</tr>
</thead>
</table>

For further advice on typefaces, please contact the Imaging, Design & Print design team.
Typefaces
Primary typeface – digital media and Microsoft applications

The Microsoft equivalent of Helvetica Neue is Arial.

Arial should be used on all digital and Microsoft applications, including internal documents and Powerpoint presentations.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Typefaces
Secondary typefaces – printed media

Design flexibility
To provide scope for flexibility in the design of literature, three secondary typefaces has been specified which complement Helvetica Neue.

The secondary typefaces are Caecilia, Gotham Narrow and Tungsten. They are available in a range of weights and may be used for headings, pull-outs and copy segmentation.

They should not be used as the dominant typeface within publications.

Caecilia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Tungsten
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789