

Typography Companion Guide

Typography companion guide

Gotham Book

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN Headlines, text blocks, sidebars

Gotham Book Italic

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN Captions

Gotham Light

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN 'Super' heads, headline option

Gotham Medium

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN Subheads, sidebar heads, chart and graphs

Typography companion guide

Key content areas: standard paragraph, large head, subhead, sidebars

Large head: Gotham Light, 30/33
Individual dental insurance

Space after large head, full space

Subhead: Gotham Medium, 10/14

Body: Gotham Book, 10/14*

Paragraph space: from 6pt to full return is acceptable

Imagery space: from 6pt to full return is acceptable

Caption space: from 6pt to full return is acceptable; however, it is better to have the caption closer to the image

Caption: Gotham Book Italic, 8/10



Subhead

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.



Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet,



Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, adipisci velit, sed quia non numquam.

Note: Always set text flush left/rag right using upper and lower case (avoid all caps). Limit word breaks and widows.

*10pt to 12pt for body size is acceptable. Use either 3pt or 4pt leading.

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Key content areas: sidebars

Head: Gotham Medium, 8/11
Tab all lines
Space: from 6pt to full return is acceptable
Body: Gotham Book, 8/11*

Sidebar w/ bullets

- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit fugit, sed quia.
- Quia voluptas sit.
- Voluptas sit aspernatur.

*8pt to 10pt is acceptable for sidebar text sizes. Use either 3pt or 4pt leading.

Head: Gotham Medium, 8/11
Body: Gotham Book, 8/11*

Sidebar title

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit fugit, sed quia.

Voluptas sit aspernatur aut odit fugit, sed quia. Sit aspernatur aut odit

Key content areas: lists

Lead information: Gotham Medium, 12/15^
Space after = full space

Delta Dental of Colorado
800-233-0860
www.deltadentalco.com

Delta Dental of Connecticut
800-633-9200
www.deltadentalct.com

Delta Dental of Delaware
800-417-7091
www.deltadentalins.com

^8pt to 12pt is acceptable for lists text sizes. Use either 3pt or 4pt leading.

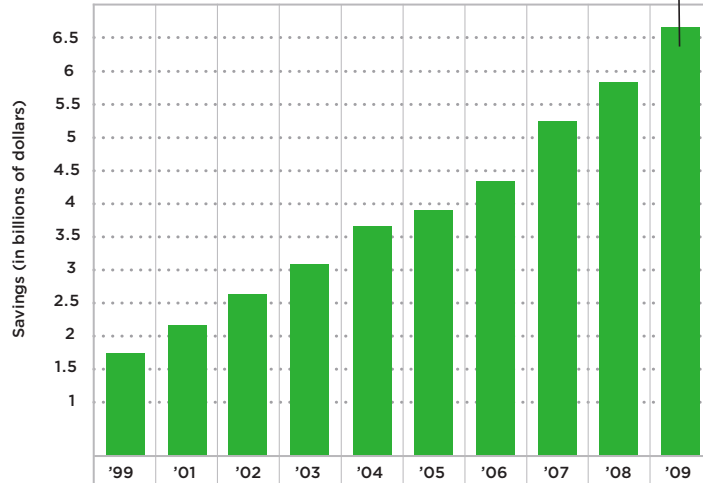
Typography companion guide

Key content areas: charts and graphs

Notes: Gotham Book Italic, 8/10

Group savings last year: nearly \$6.7 billion

X and Y axis: Gotham Medium, 6pt



Caption: Gotham Book Italic, 8/10

Perspiciat is unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, adipisci velit, sed quia non numquam eius

Heads: Gotham Medium, 7/10

Body: Gotham Book 7/10

	Basic plan	High plan
Network access	PPO and Premier	PPO and Premier
Calendar year maximum	\$1,000	\$1,000
Deductible per adult	\$50	\$50
Covered services		
Preventive services		
Oral exams	PPO: 80%	PPO: 100%
Cleanings	Premier: 80%	Premier: 100%
X-rays	Non-Par: 0%	Non-Par: 0%

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Key content areas: 'super' head, subhead

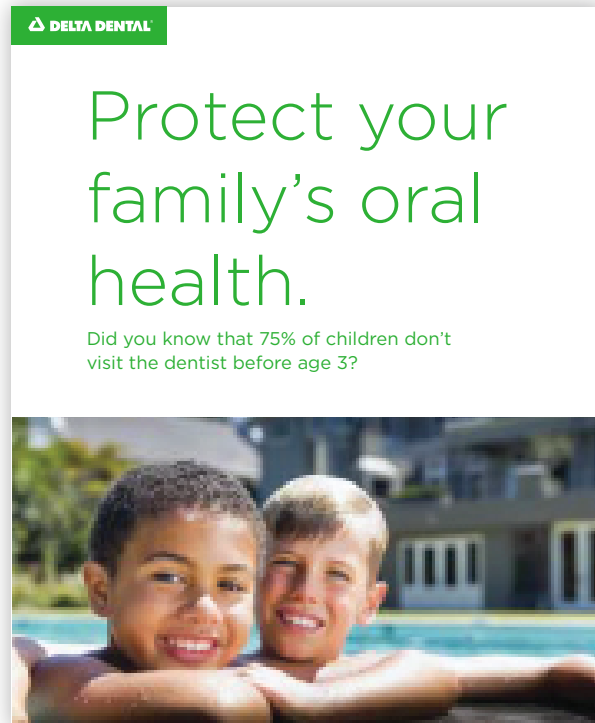
'Super' head: Gotham Light
Sizing is flexible: 40-60pt, two words
per line and fill page using
left and right margins
(see sample below)

Protect your family's oral health.

Subhead: Gotham Book, 10-14pt using
2-3pt leading

Did you know that 75% of children don't
visit the dentist before age 3?

Sample using 'Super' head



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Typographic don'ts

Use only Roman in headlines, not italic

Individual Dental Insurance

Subheads should be set in Gotham Medium and close in size to the body text

Subhead

Body text should be set with 2-4pt leading
This is too open

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium

'Super' headlines should always be set in Gotham Light, not italic

Protect your family's oral health.

Do not allow any word breaks

Headlines should be set in sentence case, not title case

Individual Dental Insurance

Body text should always be set in Roman, not italic

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae

Sidebars are set in Roman, not italic and always in upper and lower case

SIDEBAR

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit fugit, sed quia.

Quia voluptas sit aspernatur aut odit fugit, sed quia.

Use a line space for all paragraphs, not an indent

Voluptas sit aspernatur aut odit fugit, sed quia
