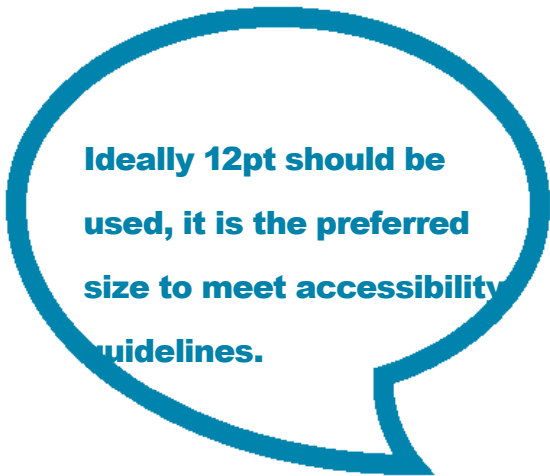# 04 Typeface/font

The agreed typeface/font for all Cumbria County Council communication is Arial. This typeface/font has been chosen for its clarity and legibility. No other typeface should be used.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial is the only font that can be used for the body copy in letters, emails and reports etc.

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold, *Arial Italic,* ***Arial Bold Italic*** and **Arial Black** should only be used for:

• headlines
• sub headlines
• highlighting text such as quotes

Ideally 12pt should be used, it is the preferred size to meet accessibility guidelines.

Technical Information

● Character spacing should not be left as metrics but set to optical with negative tracking applied to tighten its appearance. Italics should be avoided.

Arial Regular weight	tracking -15
Arial Bold weight	**tracking -30**
Arial Black weight	**tracking -50**
Arial Narrow weight	no tracking
Arial Narrow bold weight	**tracked -15**

● Telephone numbers **01228 606060** web addresses **www.** and email addresses **@ gov.uk** should be picked out in **Arial Black.**

● Captions appear in **Arial Narrow Bold** ▼ and use a round cornered triangular directional arrow if needed.

● Text in narrow columns can be set in Arial Narrow or **Arial Narrow Bold.** This will help the text fit, and from a design perspective, offers a slight visual contrast to the main copy.

● On posters, flyers, display panels and covers type should largely appear in the primary blue colour. This isn't scientific and a good degree of common 'visual' sense should be used. But keep in mind that the overall, fundamental appearance of the brand is blue on white. Take a look at the examples at the end of this guide.

Type style

● As a general approach, try to keep things compact and avoid unnecessary line spaces that tend to fragment the layout. Use font weights to help break up text.

Bullet pointed list

Main bullet points in text documents and display items should be presented as the example below where the bullet point is the height of the capital letter. The bullets may be tinted, white out, or in seconday palette colours if they are being used.

Technical Information

Bullets will need a small amount of negative baseline shift to align them properly. They should align with the height of the letters 'O' or 'C'.

● **Second level**
• should use a regular option/alt8 bullet point as shown here.

Body text guidelines

To maintain legibility and ensure all our documentation and correspondence is easy to read, we have outlined our preferred styles when using paragraphs of body copy.

The font size and 'leading' (spacing between each line) are both measured in increments called 'points' and will vary according to the size of the document being produced.

We recommend the font size/leading ratio as follows:

A4 document:

12pt body copy on 14pt leading:

This is an example of 12 point text set onto 14 point leading.

Dis dolumquatem. Olut occupta sit eosamus doles et venis doles quiberest que ex esto blam voles min cum adi sinum audit arisciur.

A5 document:

9.5pt body copy on 12pt leading:

This is an example of 9.5 point text set onto 14 point leading. Dis dolumquatem. Olut occupta sit eosamus doles et venis doles quiberest que ex esto blam voles min cum adi sinum audit arisciur.

Paragraph styles

Try to keep text 'range left/ragged right' whenever possible. This paragraph is an example of that style.

Do not 'justify' body text or use hyphenations as this makes the text more difficult to read by altering the spacing between each word.

Omnime ma quas enimpos andit, idellab in repuda poresequis et qui odic tectum doloriam erferec uptur, eum eatatis nusdaep ererum voloraecti dolupta ssimus.

Labor alisimodit poressi nimusam sam estiosa eperrovidest doluptatem diciist in et vel et et et ex enissite volorrore conem am is voluptati volumquo blacepe liquis dunt as dolo moluptatis aliasped ma voloria dolecest aditatquo volorepre corepere plis dus dolore veliquia venisse quiatur?