COMESA

Common Market for Eastern and Southern Africa

Branding & Style Guide

Contents

Brand Strategy

Preface

Why our Brand Matters

Welcome to the Common Market for Eastern and Southern Africa (COMESA) brand guidelines and identity standards.

These guidelines and identity helps us work as one COMESA. It makes us much more effective externally. With a single identity, we have more impact. We speak as one. And we win much wider support as a truly regional integration brand.

It also makes us much more efficient internally. It helps us act as one, and it means we can share materials, ideas, tools and templates across all the COMESA institutions.

These guidelines are designed to make it easier to produce high-impact communication. For our purposes, a brand is a coordinated effort that shapes a unified institutional or partnership presence through messaging, behaviours, offerings and visual identity.

To express ourselves globally, regionally, nationally and even locally with our target stakeholders with cohesion, we need to strive for consistency and continuity. By adopting standards set out in this brand guidelines and identity standards, we will be helping our communications become clearer and more effective.

Chileshe Mpundu Kapwepwe
Secretary General
COMESA

About COMESA

The Common Market for Eastern and Southern Africa - is a regional economic community of 21 African Member States that came together to promote regional integration through trade and the development of their natural and human resources for the mutual benefit of all people in the region. **COMESA is the largest regional economic body in Africa.**

Our Vision

To be a fully integrated economic community that is prosperous, internationally competitive, and ready to merge into the African Economic Community.

Our Member States

Burundi, Comoros, Democratic Republic of Congo, Djibouti, Egypt, Eritrea, Eswatini, Ethiopia, Kenya, Libya, Madagascar, Malawi, Mauritius, Rwanda, Seychelles, Somalia, Sudan, Tunisia, Uganda, Zambia and Zimbabwe.

COMESA in Numbers

- Member States   21
- Population: 560 million
- Landmass: 11.8 million Km2
- Potential Intra-COMESA trade is approx. $82.4 billion
- Average GDP growth   8%
- It is the largest regional economic body in Africa

What COMESA Offers

COMESA offers its members and partners a wide range of benefits which include:
- A wider, harmonized and more competitive market
- Greater industrial productivity and competitiveness
- More harmonised monetary, banking and financial policies
- Increased agricultural production and food security
- A more rational exploitation of natural resources
- More reliable transport and communications infrastructure

The Preferred Trade & Investment Destination in Africa

Types of Communication

Introduction

Who is this guideline for?

This guideline is for anyone at COMESA who communicates on the organization's behalf. These guidelines are helpful and an inspiring resource. Lead communicators can use it to provide examples for the creation of new, impactful stories.

Writers can use it to draw inspiration when they create stories about the achievements of their individual departments.

Designers can mine the rich veins of typography, colour palettes, photography and design elements to give life to their creations.

How should this guideline be used?

To promote a COMESA brand and identity that spells out how the organization presents itself to the world.

To promote a consistent and purposeful brand that makes the public instinctively connect with COMESA.

For Designers

Concept

Please be aware that for each type of communication there are different guidelines, colours, logos and assets you should use. If you are not an expert in developing communication tools, your creative agency, designer or print house should be able to assist you.

Professional print

If you are developing communications with Adobe suite software that will be professionally printed (lithographic), please apply these Identity Guidelines. Liaise with the COMESA Communications Unit for raw files and use the Pantone or CMYK colour palette, and the Pantone or CMYK logos and patterns (EPS).

Desktop software

If you are developing print communications with desktop software (such as MS Office), these Identity Guidelines apply. Make sure to use the RGB assets: RGB colour palette, RGB pattern files and RGB logos (PNG). You can use the Rubik Font, if not available, please use use Arial instead.

If the communications that you are developing appears predominantly as digital communications (for example as a PDF on an external website) you will have to apply the full digital guidelines.

Most of the time it will not be necessary to develop your own interpretation of these identity standards, because in this guidelines, there are templates directly available for all sorts of common communications products: internal communications papers, report templates, PowerPoint template et cetera.

Digital communications

If you are developing digital communications (everything that appears predominantly on screen: websites, social media, mobile apps, PDF's that are published on websites), please apply the digital communications guidelines and use the digital colour palette, the RGB logos and RGB patterns.

COMESA Logo and Usage

Concept and symbolism

The COMESA logo combines three recognizable symbols: the logo text Common Market for Eastern and Southern Africa (COMESA), the African map symbol and and a symbol of Member States all connected through a single market.

The logo image

Formed in 1994 to replace the Preferential Trade Area (PTA), COMESA has taken to transforming its Member States into one single market of diverse opportunities that promote trade and investment in the largest Regional Economic Community (REC) in Africa. This process cannot be successfully completed without the increased involvement of various stakeholders, internally, externally and without the commitment and ownership from Member States. The logo image depicts **connectivity** of COMESA's Member States.

The logo text

The Common Market for Eastern and Southern Africa (COMESA)

This uses a clear, formal yet singular font that depicts the character of the organisation and its Member States moving forward.

Construction

COMESA's ultimate vision is "to be a fully integrated, internationally competitive regional economic community with high standards of living for all its people ready to merge into an African Economic Community." Further, its mission is "to achieve sustainable economic and social progress in all Member States through increased cooperation and integration in all fields of economic activity." This integration is symbolised in the logo by Member States all headed in the same direction, towards a single market/African Economic Community.

Minimum size
The minimum width of the logo is 17mm, measured by the width of the circle. Its advisable to use large size of the logo, for its details to be visible.
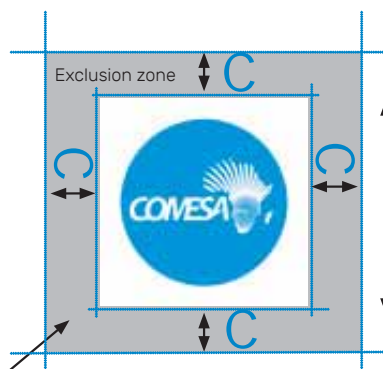
Exclusion zone

The width of the 'C' in the COMESA logo text equals the depth of the exclusion zone

Clear space

17mm

The COMESA logo should always have a border of clear space to ensure it stands out clearly. This is also known as the exclusion zone, and its width is determined by the width of the letter 'C'. Nothing, including the edge of a page, should fall within the exclusion zone. The exclusion zone is the minimum space that can be between the logo and any other elements in any layout, whether a partner's logo or a dark background. We recommend that you use a 500px (or more) logo for small print (e.g. A4, A3) and a 1024px logo (or more) for large print.

Application on a Background

White version on a blue background

Blue version on a white background

White version on a black background

—

The primary logo versions are blue on white and white on blue. Black and others are optional.

White logo on blue

This is the official COMESA logo. Use this solid version whenever possible especially in prominent applications and Information, Education, Communications (IEC materials.

Blue logo on white

Although the vertical orientation of the logo is the official version, the horizontal logo is permitted for use too in communication products (digital media and channels (social media, video, desktop publishing, PDFs of print publications, etc.) The same colour specifications apply for offline and online uses of the COMESA logo, except where specifically noted.

White logo on black/ Knockout

If your communication uses a background colour that clashes with the logo, for example, because it is too dark, you may reverse the logo out in white. You must ensure that colour or any image or pattern on the background does not interfere with the logo's legibility.

Wrong Logo Usage

The following applications of the logo detract from the brand and are impermissible. A well-established and consistently presented identity is a very valuable asset. In order to protect and strengthen the trademark status of the logo, the approved versions must not be altered, modified, changed or added to in any way. The incorrect examples on this page illustrate some common errors that should be avoided. Such misuses will undermine COMESA's efforts to project a unified image.

Do not rotate

Do not change colour

Do not change colour

Do not change the opacity and colour

Do not change colour

Do not change colour

Do not change outline

Do not stretch the logo out of shape

Do not alter the size of or rearrange any of the elements

Improper use

Alterations to the COMESA logo are not permitted. It is important for consistency and recognition that you use only official versions of the COMESA logo. Start with the original artwork files each time.

The full colour of the COMESA logo should only be used against a white background. If you use a sign painter, do not accept work unless it is faithful to the original.

DO NOT use the COMESA logo over the mosaic pattern.

The Mosaic lines should not distract from the logo

Avoid placements where lines in the mosaic distract from the edges of the logo. The logo and the pattern should be overtly aligned or overtly off set not minutely off set.

Correct Logo Placement

Logo over COMESA mosaic

When the logo is placed over a mosaic pattern, use only the knockout version. The knockout version of the logo may appear over any mosaic pattern colour. Position the logo in an area where the mosaic pattern does not distract from the logo form.

Place a colour block behind the logo to make the letters visible

Only when using the logo over the mosaic pattern: Create a shape that uses the core colour from the mosaic and place the shape behind the logo. This assures that the mosaic does not show through the letterforms.

Logotype with Photography

When using logos on photos, there needs to be a clear contrast between the log and the background.
The logo should have enough clear space.

Proper use

Improper use

Proper use

Proper use

Visual
Guidelines

Our colour palette was inspired by the rich hues found in traditional African beads found across Africa in markets. They are beautifully vibrant colours that are found globally, yet are also very local.

The Primary Colour System

Colour system

COMESA's primary colour is made of the hexadecimal colour code (Cyan 100 Magenta 20) #0095da which is a shade of cyan-blue.

The four secondary colours represent COMESA's interpretation of the colour inspiration. The variety of colours will be reflected across our wide range of communications. However, each individual piece we produce should use primarily only one to three of the core colours. The colour choice should not necessarily depend on the content (e.g. choosing celery for a piece on environmental policy). Rather, think of which colour complements the photography or works with the layout. Our rich and uplifting colour palette, including the vibrant COMESA blue, reflects the diversity, loyalty, strength and optimism of our organisation. We have a palette of four colours, consisting of aubergine, celery, maize and red. These colours can be used both as backgrounds and with typography. Where possible, always use them as solid 100% (tints are OK in charts and graphs). Do not add additional colours to our palette.

Using colour as backgrounds

Our broad palette enables us to create a range of communications with varying tones. Where our brighter colours can bring energy and freshness, our darker colours can be more sophisticated and serious.

COMESA blue
Primary colour
PANTONE
2394 C

COMESA blue is one of our most recognisable assets. It should be used in leading communications with wide visibility, such as on our website homepages and report covers, to provide immediate standout in an overcrowded environment, but also to enhance our global and regional brand recognition.

Cyan 100
Magenta 20
#0095da

Neutral colours

In addition to the core colours, we utilize a set of neutral colours that add restraint and balance. Use these as background colours or accents, in concert with the core colours.

Secondary Colours

Secondary colours should be used sparingly and not to replace the primary colours.

	AUBERGINE	CELERY	MAIZE	RED
FOR PRINT cmyk	ds 159-1 35 c 100 m 0 y 40 k	ds 298-1 40 c 0 m 100 y 0 k	ds 5-1 0 c 20 m 100 y 0 k	0 c 95 m 85 y 0 k
FOR PRINT pantone coated/ uncoated	pms 228&C / 228&U	pms 390&C / 390&U	pms 7406&C / 7406&U	
FOR SCREEN WEB rgb	127 r 21 g 66 b	161 r 183 g 65 b	255 r 205 g 5 b	229 r 35 g 41 b

The COMESA Patterns

The COMESA mosaic

Our patterns demonstrate our expressiveness the role we play in **connecting** Member States through a Common Market and economic community and represent our diversity and celebratory spirit.

The COMESA mosaic is an open ended and organic composition made up of many interconnected pieces *(representing COMESA Member States)* to create a greater whole.
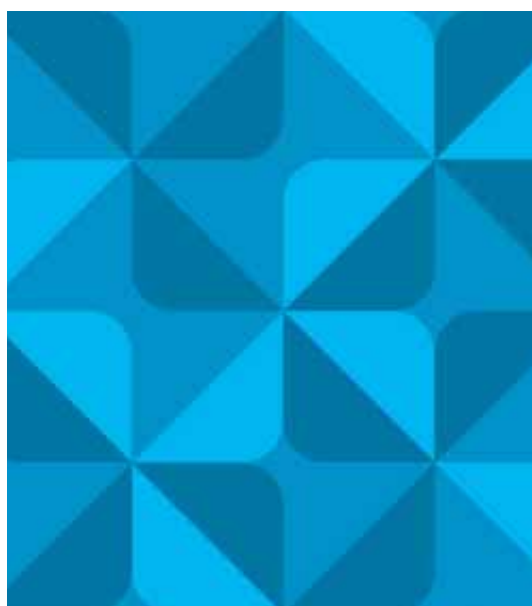

Inspired by nature and celebrated in art, this concept is a visualization of the cascading impact of the work COMESA is doing: promoting regional integration through trade and the development of natural and human resources for the mutual benefit of all people in the region.

The mosaic allows us to tell a visual story that is central to the way COMESA responds to regional integration challenges: forming partnerships that adapt and evolve in constant search for new ideas and new ways for a fully integrated economic community that is prosperous, internationally competitive.

Each mosaic pattern represents Member States. When joined together they symbolize a Common Market.

Using COMESA mosaic in our communications

When we want to communicate with maximum expressiveness and impact – such as in advertising and campaigning depending on the market, audience and purpose of communications, we can we use our full range of identity elements, including our patterns.

We use our patterns in three different ways: as background for communications, pattern within our headline font or as patterned type on patterned backgrounds. Our patterns are always used in full colour, never black and white.

Pattern in type

Patterns can be used within our headline font either on white backgrounds, solid coloured backgrounds (COMESA colours only), or on imagery (but be careful to make sure that the words are legible). To do this you will need advanced Adobe artwork program capabilities.

When using the COMESA mosaic and for corporate coliur consistency, these guidelines insist on the usage of the official colours (white and blue). Other secondary colours should be used sparingly.

COMESA

The largest regional economic body in Africa

Patterned type on patterned background

Where your message is very short and in an easily legible alphabet (without intricate character punctuation, seen in alphabets such as Arabic), and you also have the technical capabilities to make advanced artwork (using Adobe artwork programs), you can use patterned backgrounds with patterned type. In this case you would always use the two complementary patterns within a set.

Bordering an image

Use as a banner next to photography, creating contrast with the image.

Framing an image

Use as a frame for photography, making sure the subject is not obstructed by lines in the mosaic.

As a thick outline

Use as an overlay for photography, removing pieces to suggest the concept of COMESA's organic growth and connectivity mandate.

Distinguishing COMESA Publications

2019
Annual Report

English publications are in blue

2019
Rapport Annuel

French publications are in green

While green is used in French publications, it should be used sparingly as it is not a corporate colour for COMESA.

2019 **القرير السنوي**

Arabic publications are in white

Photography and Videos

Concept

Photographic imagery provides a powerful means for COMESA to tell ongoing stories of regional integration through trade. The tone of COMESA's images should be natural, genuine and emotionally open. We have outlined three categories of photography that will help us tell these stories in a flexible and evocative manner. The images tell a story about the people connecting through trade, economic activities of our Member States and the culture in which their citizens live. Patterns, textures, and close up details should be used as well as portraits displaying emotion, lifestyle and connection.

A compelling photo tells a story, shows an action and evokes an emotion. Images should be well composed, in focus and in proper resolution (300 dpi for print, 72 dpi for web). Higher resolution photos should be bigger than 3MB.

COMESA images should tell the story of the regional integration journey through trade.

Note: Before using a photograph or video, it is often required to consult the photograph's/video's owner and follow the permissions given. Always credit the source if its not your photo. Check out for copyright protection to avoid violation.

Labeling/Caption: All photos should have captions. The caption should cover the following: Name of the photographer, date of the event, event name, location and at least two names of the person photographed. Captions should be written in present tense.

Videos: Video titles and lables should adhere to the corporate branding.
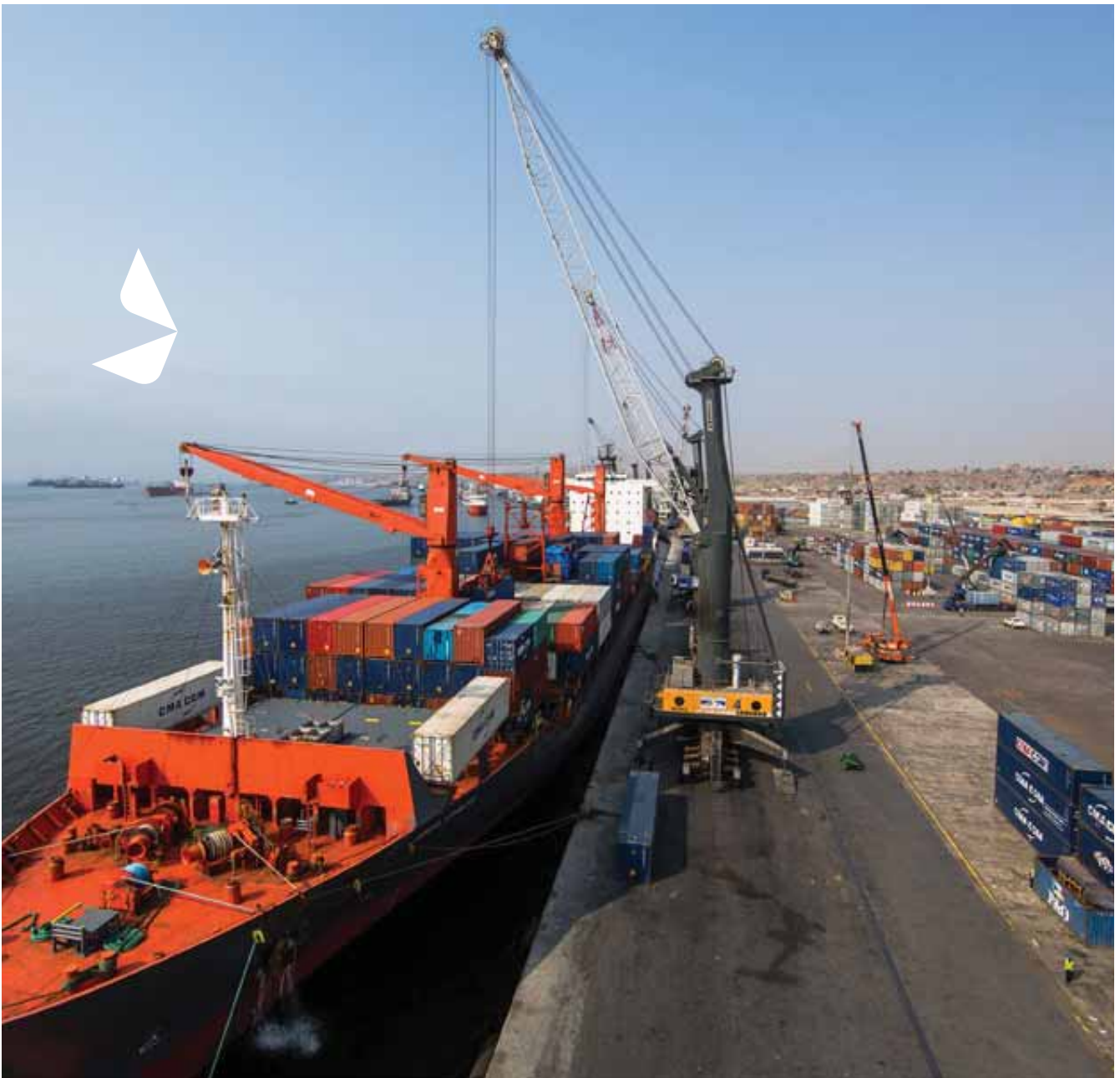
COMESA Brand Applications

Stationery
IEC materials
Grid systems

Note: Based on context, all COMESA communications products must recognise that official languages are English, French and Arabic. If the product is being used in an Arabic speaking country, it must be in Arabic. If its in an English speaking country, it must be in English. Same applies to French countries.

Stationery

Font type: Apex New Light, 145 pt

Font type: Apex New Bold, 765 pt

Business card

Business card specifications are for 3.5" x 2" (89.0 x 51.0). Width is 9cm and height is 5cm.

(At 100% of actual size, all measurements in millimetres).

No other logos should be added to the card.

• Logo prints 100%
• Printing process: offset printing, not thermography or engraving
• Magenta guides do not print

Font type: Apex New Bold, 130 pt

Font type: Rubik Light, 100 pt

Business cards should be professionally offset printed on 80# cover, uncoated, bright white, smooth finish stock and printed using COMESA colours.

Lapel badge

Key holder

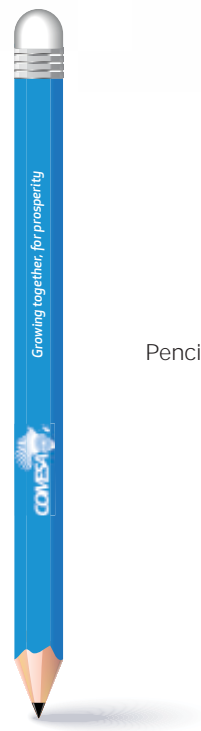*Growing together, for prosperity*

Calender

January 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	4	5

Flash drive

Cups

Pens

Pencil

Carrier bag

Cap

Pen
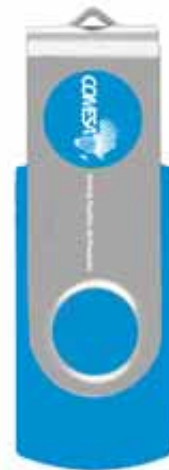
Flash drive

Blue polo shirt

Carrier bag

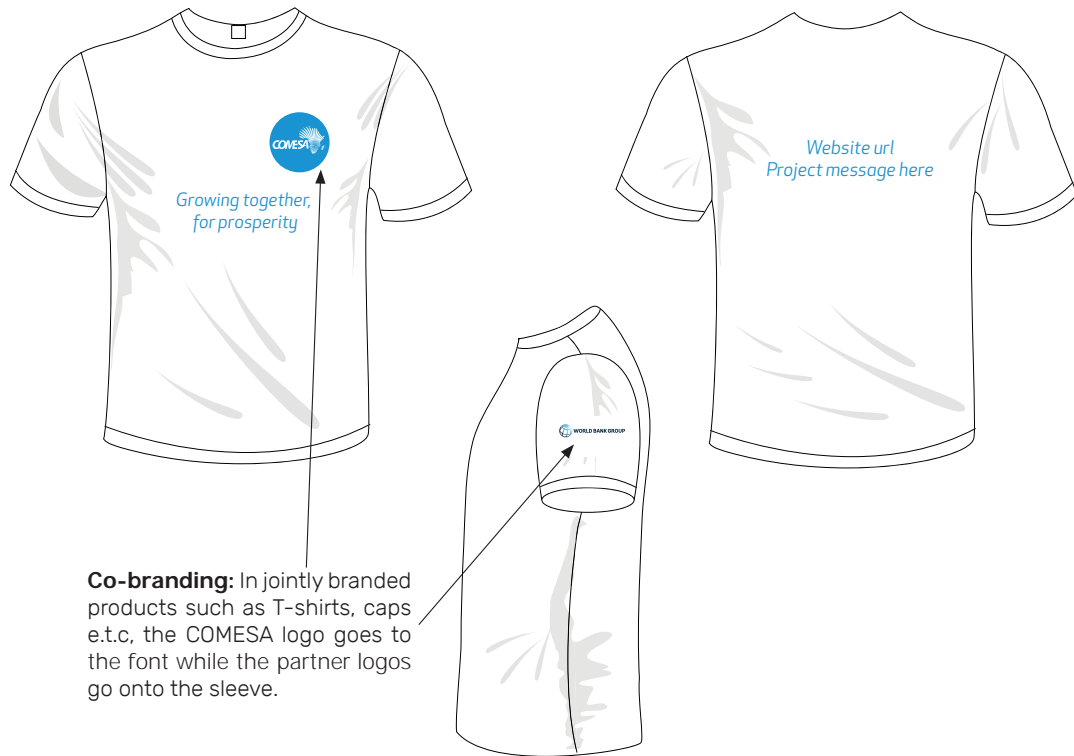Pen holder

White cap

Celery polo shirt and cap

T-shirt in English

T-shirt in French

Since COMESA's official languages are English, French and Arabic, taglines in French and Arabic will follow the same placement as in English in all communications products.
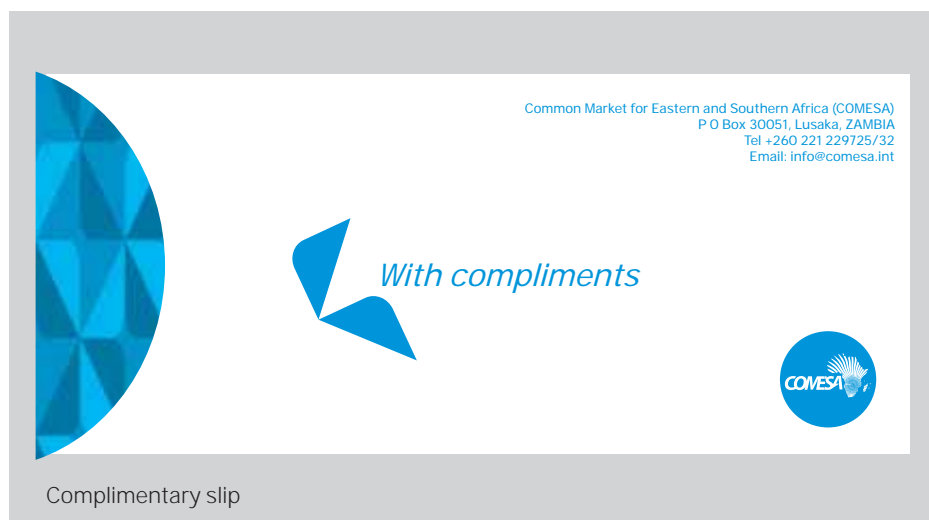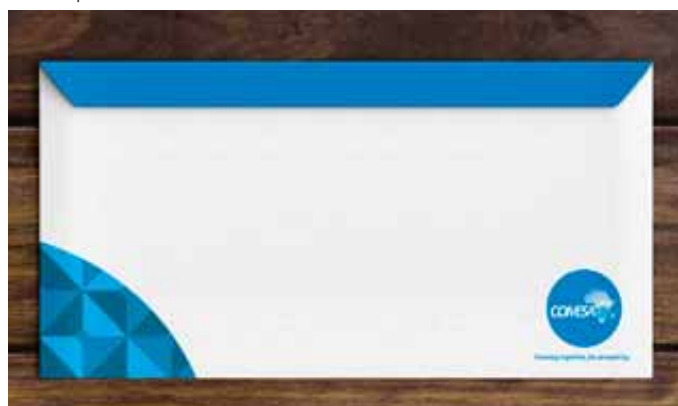
T-shirt in Arabic

Aubergine polo shirt and cap

23

T-shirts

Growing together, for prosperity

Website url
Project message here

Co-branding: In jointly branded products such as T-shirts, caps e.t.c, the COMESA logo goes to the font while the partner logos go onto the sleeve.

Sports gear

Magazine

Common Market for Eastern and Southern Africa (COMESA)
P O Box 30051, Lusaka, ZAMBIA
Tel +260 221 229725/32
Email: info@comesa.int

With compliments

Complimentary slip

Diary

Envelope

Notepad

Brochure

2.5cm

**COMMON MARKET FOR EASTERN AND
SOUTHERN AFRICA**

Arial 14

2.8cm

**MARCHE COMMUN DE
L'AFRIQUE DE L'EST ET
AUSTRALE**

السوق المشتركة للشرق والجنوب
الأفريقي

Tel   :   (260 - 211) 229726/29
Fax   :   (260 -211) 227318
Email :   secgen@comesa.int
Web   :   http://www.comesa.int

Arial 9

COMESA Centre
Ben Bella Road
P O Box 30051 2.8cm
LUSAKA 10101
Zambia

Mr A. N Other
Business News Editor
Eastern & Southern Daily
Lusaka, ZAMBIA

8th November 2019

Dear A. N. Other

Arial 12

RE: INVITATION FOR THE COMESA MEDIA AWARDS

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Arial 11

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

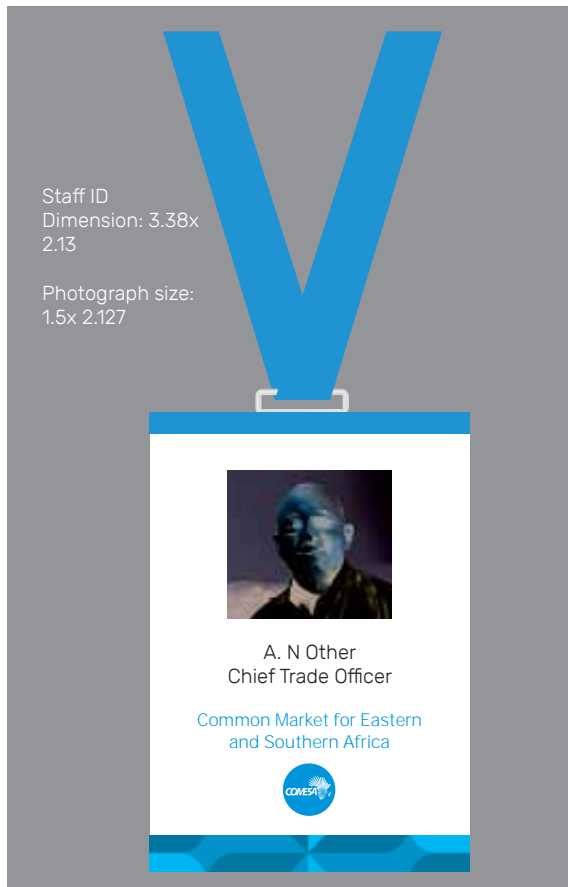Yours sincerely,

A. N. Other

Head of Communications

Growing Together, for Prosperity

2.5cm

Staff ID
Dimension: 3.38x
2.13

Photograph size:
1.5x 2.127

A. N Other
Chief Trade Officer

Common Market for Eastern
and Southern Africa

The Common Market for Eastern
and Southern Africa

Growing together, for prosperity

Co-branding: The COMESA logo should
always come first in a communication
product, even if it is a COMESA project

Growing together, for prosperity

Umbrella

English folder

Arabic folder

French folder

Signage

TRADE & CUSTOMS
DIVISION

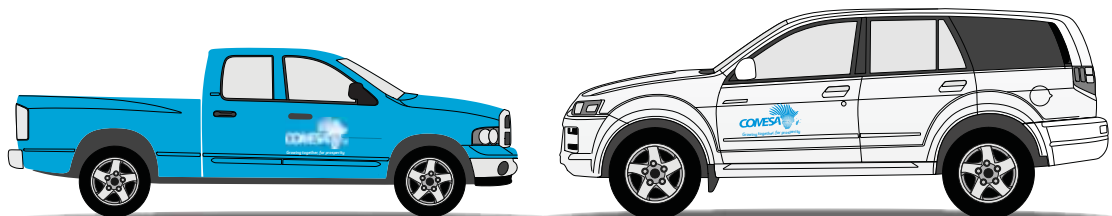# RECEPTION

Vehicles

PowerPoint templates

A PowerPoint presentation can be used for multiple purposes, from training programs to headlining conferences. A PowerPoint template can be found from the Communications Unit.

First slide should have logo at the center and COMESA in full

Title font is 40pt

Title font is 36pt

Subtitle font is 26pt Arial

Body font minimum is 24pt Arial

Logo

Last slide should have contact details as well as social media accounts

Certificates

Teardrop

Clock

Water bottle

Branding of Digital Platforms

Twitter

Although social media channels like Twitter provide a variety of ways to customise profile pages, our goal is to establish as much brand consistency as possible while allowing for some diversity in approaches.

The Twitter profile picture should always be the official COMESA logo on a white background (As of this writing 400x400 pixels). Exemptions for the profile picture can be when COMESA is marking a major event or milestone.
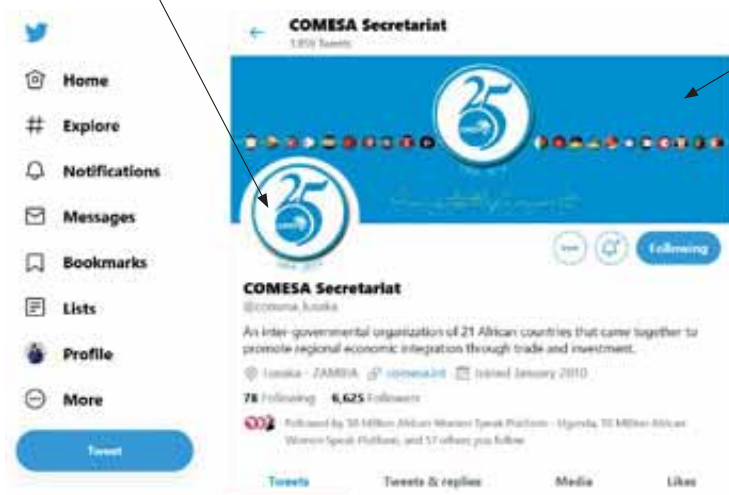
You are encouraged to change the large header photo regularly (As of this writing, the main image 1500x500 pixels). The header photo should be a large, captivating image which shows COMESA work.

Facebook

The Facebook profile picture should always be the official COMESA logo on a white background (As of this writing, 180x180 pixels). Exemptions for the profile picture can be when COMESA is marking a major event or milestone.

The cover image (As of this writing, the image 851x315 pixels) can and should be changed out regularly. When selecting a photo, chose a rich-colored image that positively highlights our beneficiaries or our work.

YouTube

YouTube Channel Art size: As of this writing, the image 2560 x 1440 pixels. Video thumbnail: As of this writing, the image 1280 x 720 pixels. Channel icon: As of this writing, the image 800 x 800 pixels

The YouTube channel icon should always be the COMESA logo on a white background (800 x 800 pixels). Exemptions for the profile picture can be when COMESA is celebrating e.g. 25yrs or more). The channel art (As of this writing, the image 2560 x 1440 pixels) should be changed out regularly. When selecting a thumbnail, chose a rich-colored image that positively highlights our beneficiaries or our work.

Roll up banners

COMESA

This project is funded by the European Union

COMESA MASE
Handover Ceremony of ICT Equipment
and Software for
Operationalization
of Comoros
Financial Intelligence Unit

11th March 2020
Moroni, Comoros

Together,
we go
FAR

www.comesa.int

Notices

All notices such as posters should adhere to the standard template. Staff should always consult with the Corporate Communications for advise on design and placement.

Style Guidelines

Press Releases

Body text is Arial 11

Title text is Arial 14

COMESA Virtual University Programme Kicks-off

Nairobi, Saturday, September 7, 2019 - Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. This paragraph should be guided by the 5Ws + H (What, when, why, who, which and how).

Insert quote here: Speaking during the launch, the Team Leader at the Common Market for Eastern and Southern Africa (COMESA), Mr. xxxxxx at said: "Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. ."

This paragraph is good when its supported with data: Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla

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Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Ends.

For Editors

About the Common Market for Eastern and Southern Africa (COMESA)

COMESA is a regional economic community established in 1994. It brings together 21 African Member States with a population of 560 million people into a cooperative framework for sustainable economic growth and prosperity through regional integration.

For more information about COMESA, its activities and current updates follow our social media platforms:
Twitter: @comesa_lusaka
Facebook: Common Market for Eastern and Southern Africa (COMESA)
Website:https://www.comesa.int

Media Contacts:
Dxnfg Tnnbx
Corporate Communications
COMESA Secretariat
Phone: +260 211 229725/32
Email: klsbsgd@comesa.int

Primary Font

Arial

Arial is the official font used by COMESA. While Apex New is mostly recommended for print publications meant for external audience, Arial is highly encouraged for internal documents and digital communications (e.g. websites).

Documents should be typed and single spaced on A4 paper, using the normal Arial Font in size 12, but 11 can be used. Long tables should be attachments, which should be indicated in the text of the document.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arial Rounded MT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Alternative Primary Typography

Apex New

Font

Apex New is the foundation for all branded headlines and high impact statements in print materials. It is approachable, open and modern. Its high x-height makes it a natural choice to embody the conversational, proactive tone desired in COMESA's communication materials especially print publications.

To further accentuate this notion, headlines should be set in a mixture of uppercase and lower-case convention (e.g. 'Rules for Capitalization in Titles of Articles Rules for Capitalization in Titles of Articles').

Apex New Bold is used for headers, large type, and callouts

The General Rules for Title Case

In as much as there are some exceptions to the general rules for title case, this style guide recommends capitalizing the first, last, and important words in a title. Important words include nouns, pronouns, verbs, adverbs, and more. So, generally, these are capitalized in titles. When in doubt and you do not have this reference guide in front of you, here is one general rule recommended:

Capitalize words in titles of publications and documents, except a, an, the, at, by, for, in, of, on, to, up, and, as, but, or, and nor. There are exceptions to capitalizing initial letters (not words) for titles.

Apex New can also be used for captions and other important highlighted information but should not be used as the main body copy.

Apex Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Apex New Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Apex New Book Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Rubik

Rubik is used for Body Copy and Subheads

Rubik is a sans serif font family with slightly rounded corners designed by Philipp Hubert and Sebastian Fischer at Hubert & Fischer as part of the Chrome Cube Lab project. Rubik is a 5 weight family with Roman and Italic styles, that accompanies Rubik Mono One, a monospaced variation of the Black roman design. Meir Sadan redesigned the Hebrew component in 2015. Alexei Vanyashin redesigned the Cyrillic component in 2016. Highly legible and versatile, it is a perfectly suited font. Rubik 10pt with 12pt spacing can be used in the body of print publications meant for external audience.

Rubik Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Rubik Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Rubik Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Rubik Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Rubik Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!+(.,)*

Secondary Font

ITC NEW
Baskerville Std

ITC New Baskerville Std can be used as an alternative secondary font only if Rubik is unavailable for use.

ITC New Baskerville Std Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

ITC New Baskerville Std Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

ITC New Baskerville Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!+(.,)*

Roman
Bold
Italic

COMESA