

## TYPE

### PRIMARY

tracking: 50  
kerning: optical

For any headlines, titles, and other large applications please use **GOTHAM BLACK**. This typeface was designed to be used in ALL CAPS. If you want to use Title Case or Lower Case please use Gotham Book or Helvetica Lt Std 45 Light.

**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**  
**1 2 3 4 5 6 7 8 9 0**

### SECONDARY

tracking: 50  
kerning: optical

For any Sub-titles please use GOTHAM BOOK. This typeface was designed to be used in all UPPERCASE & Title Case.

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  
1 2 3 4 5 6 7 8 9 0

## TERTIARY

tracking: 5  
kerning: optical

Helvetica Neue LT Std 45 Light was designed to be used as body copy for any short or long form text used for FJC. For best legibility keep the tracking at 5pt. This allows for the text to breathe and make it easier to read.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque luctus odio augue, nec fermentum dolor faucibus in. Nunc maximus bibendum porta. Praesent eu rutrum elit. Maecenas lacinia quam at massa convallis faucibus. Pellentesque condimentum et arcu ut tristique. Suspendisse ultricies tortor vel aliquet rutrum. Nulla sed vestibulum erat. Donec dignissim diam sit amet interdum varius. Maecenas pulvinar turpis nec massa commodo efficitur. Morbi vitae ipsum et dolor congue egestas eleifend in erat. Integer eu mauris justo.

## QUATERNARY

tracking: 10  
kerning: optical

**Impressum Std** was designed to be used as copy for large text such as quotes or short sentences. For best legibility keep the tracking at 10pt. This allows for the text to breathe and make it easier to read at large scale.

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  
1 2 3 4 5 6 7 8 9 0