

TYPOGRAPHY GUIDE

The *Liquid Assets* initiative utilizes variations of **Helvetica Neue** for headlines and subheads and **Georgia** for body copy.

Headlines and Subheads

Helvetica Neue Extended or Expanded

Helvetica Neue Black Condensed

Helvetica Neue Heavy

Body Copy

Georgia

Georgia Bold

Font Alternatives

If you do not have access to **Helvetica Neue** and **Georgia**, please use **Helvetica**, **Arial**, or **Univers** for headlines and subheads.

Times, **Times New Roman**, or **Century Schoolbook** may be used as acceptable alternatives for body copy.



COLOR PALETTE

Please utilize the following color palette for any materials related to the *Liquid Assets* initiative. Tints or screens built from these colors also are acceptable.



CMYK = 88, 53, 0, 0



CMYK = 100, 68, 0, 12



CMYK = 75, 30, 75, 15



CMYK = 75, 25, 100, 10



CMYK = 25, 100, 100, 15



CMYK = 5, 25, 95, 0

