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