# 3.0
# Typography
# and Usage

The new FIT brand typeface family is Halyard. In order to maintain ease of use and clarity, we have selected two distinct Halyard type families for all FIT communications: **Halyard Micro** and **Halyard Text**.

Within each family, we have also defined **three weights** that can be used to achieve the necessary emphasis.

The following pages explain their attributes and stylistic usage.

## Why Halyard

For many years, FIT used Bureau Grotesque as the primary typeface. The new brand initiative provided the opportunity to expand the family of typefaces available for use.

Halyard from Darden Studio provides both a carefully crafted design as well as exceptional legibility and visual quality, especially effective for longer body compositions at smaller sizes and in digital environments such as websites and PowerPoint/Keynote presentations.

Apart from Halyard being an all-purpose font, it is empathetic and uncomplicated while also presenting a staunch-yet-playful disposition.

Though Halyard derives from the grotesque sans serif tradition–like Bureau Grotesque–it breaks with tradition by offering three tailor-made families, each with their own distinct

personality. Three weights have been selected from the Micro and Text families, and they can be used in combination or separately depending on the composition and desired emphasis of content.

Halyard Micro is used for display text and headlines; Halyard Text is used for longer running copy in denser, text-heavy publications and in business cards.

Bureau Grotesque remains in the portfolio of available fonts and is used for the FIT button and for signage.

While each family and weight has its own specific attributes, it is important to use the characteristics  unconventionally in the context of the parameters in these guidelines.

# Brand Typeface: Halyard

Consistent typographic style and usage establishes a contemporary brand voice for FIT that looks toward the future. Halyard is the preferred type family for use within FIT messaging.

## Access to the Halyard typeface

Halyard is available to members of the FIT community. Individuals should use their college email address to create an Adobe Creative Cloud account, then access the Halyard font via Typekit. Please note that Halyard may only be used when creating content in Adobe products such as InDesign, Photoshop, and Illustrator. It cannot be used in Word, Powerpoint, Keynote or in Google products.

Letterhead and memo templates are available for download on the Communications and External Relations website. The default for body copy is Lucida Sans and is available on all FIT computers.

## 3.1
## Brand Typefaces and Weights

### Halyard Micro

Aa

Halyard Micro Bold

Aa

Halyard Micro Regular

Aa

Halyard Micro Light

### Halyard Text

Aa

Halyard Text Semibold

Aa

Halyard Text Book

Aa

Halyard Text Light

# Typesetting
# Approach

In addition to type size and weight, typographic style is achieved through a selection of specific typesetting rules that should always be followed.

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Letterhead and memo templates are available for download on the Communications and External Relations website. The default for body copy is Lucida Sans, which is available on all FIT computers.

**3.2**
**Typesetting and Editorial Style**
**Guidelines**

Use only one space between sentences (single spacing).

Use smart punctuation (" ") for apostrophes and quotation marks.

Never use all caps in body copy.

Avoid too many hyphenations in any paragraph.

Use italics instead of underlining titles and foreign words.

Paragraphs may be separated by one line space, half a line space, or no line space with indented first lines of paragraphs.

Avoid abbreviations when possible.

**3.2**
**Typesetting Halyard Micro**

# UNWORD

Halyard Micro Bold
85pt
-100 tracking

# Halyard Micro can be set in Bold at display sizes for branding materials.

Halyard Micro Bold
64pt/66pt
-50 tracking

# Titles can be set in Halyard Micro Book

Halyard Micro Book
48pt/48pt
-80 tracking

# Halyard Micro has very loose letter spacing. Its tracking value can vary between -80 and -50.

Halyard Micro Light
48pt/50pt
-90 tracking

**3.3
Typesetting Halyard Text**

# Avoid hyphens in display type, and try to keep lines of text relatively even.

When line spacing and type size differ in side-by-side columns, try to use leading values that share a common denominator. Align the baselines of the first lines in each column.

Halyard Text Light
18pt/22pt-25 tracking

# "Usage for callouts and pull quotes is recommended."

Halyard Text Semibold
30pt/33pt-25 tracking
Roman hanging punctuation

## But type of the same size with different leading ought never to be placed side by side.

Halyard Text SemiBold
18pt/24pt-30 tracking

**Quotes:** When setting quotations, make sure to use smart or curly quotes (not dumb or straight quotations) and apply Roman hanging punctuation.

Left opening smart quote          Right closing smart quote

"                    "

Halyard Text Book is the go-to weight for body copy. It is readable, sturdy, and neutral.

The type styles used in these pages are a good starting point, but factors like column width, length and type of copy, text color, and more can affect what works best for any given scenario.

The designer should always print out the brochures, invitations, banners, and other collateral being created in order to review them at  scale—and also ask somebody else to try reading them. This is the best way to ensure everything adheres to a high standard of quality, readability, and good design.

Halyard Text Book
12pt/15.5pt 0 tracking

- Bulleted lists also need to be treated with care
- Applying a consistent spacing for each line
- Always aligning the text on the left
- And ensuring that bullets are using hanging punctuation to ensure they are in their own alignment

Halyard Text Book    Left paragraph indent 0.1in
10pt/14pt             First line indent -0.1in
0 tracking

**Captions and other very small text should use looser leading than large text, for easy readability at small sizes. Type size–to–leading ratios used for captions should never be applied to larger text, as it will look too spaced out.**

Halyard Text Semibold
7pt/10pt 0 tracking

## 3.4
## Typography Don'ts

**Don't** use leading that is too loose.

To conse pa sequi tem res mo
ea apelige ndigenis veresti ssim
ditis sinveni cuptatur, alignatiat
erfe ersped qui id que

Halyard Text Book
16pt /25pt
0 tracking

**Don't** use leading that is too tight.

To conse pa sequi tem res mo ea
apelige ndigenis veresti ssim ditis
sinveni cuptatur, alignatiat erfe
ersped qui id que

Halyard Text Book
16pt /14pt
0 tracking

**Don't** use tracking that is too loose.

To conse pa sequi tem res
mo ea apelige ndigenis
veresti ssim ditis sinveni
cuptatur, alignatiat erfe
ersped qui id que

Halyard Text Book
16pt /20pt
110 tracking

**Don't** use tracking that is too tight.

To conse pa sequi tem res volorpore
mo ea apelige ndigenis veresti ssim
ditis sinveni cuptatur, alignatiat erfe
ersped qui id que ne vollaut

Halyard Text Book
16pt /20pt
-60 tracking

## 3.4
## Typography Don'ts

**Don't** center type, unless there is a very compelling reason to do so.

Pa dipid que dolo cus re nobit lab illabo. Itamet aliquam, inti conem ipsamet autecaboreri dolupta tiiscia illupta sum, atus.

Halyard Text Book
16pt/20pt
-20 tracking

**Don't** stretch type — ever.

Pa dipid que dolo cus re nobit lab illabo. Itamet aliquam, te voluptiis inti conem ipsamet autecaboreri sum atus.

Halyard Text Book
16pt/20pt
-20 tracking
120% horizontal scaling

**Don't** use small caps and regular caps together.

PA DIPID QUE DOLO CUS RE NOBIT LAB ILLABO. ITAMET ALIQUAM, TE VOLUPTIIS INTI CONEM IPSAMET AUTECABORERI DOLUPTA.

Halyard Text Book
16pt/20pt
-20 tracking

**Don't** use straight quotes, except to express measurement—and don't use quotation marks without hanging them.

"Pa dipid que dolo cus re nobit lab illabo. Itamet aliquam, te voluptiis inti conem ipsamet autecaboreri dolupta tiiscia illupta sum, atus."

Halyard Text Book
16pt/20pt
-20 tracking
Straight quotes
No hanging punctuation

**Do Not Use**

Straight quote

→

**Use**

Smart quotes