

Typography Style Guide

INTRODUCTION

This is meant to be a guide to the typography for this publication. This is just a guide that should not be viewed as a set of rules that hamper creativity, but rather boost creativity with respect to type.

FEATURE ARTICLES VS HOUSE ARTICLES

Feature articles do not use house typography listed here. They use a special font set, specialized title, typically non-white background, typically use background images. This is done to emphasize the feature article over all others!

FONT

Open sans and open sans condensed is the predominant house font, while biondi is the title and headline font choice. Open sans is an open source font type, while biondi is not. Biondi is only used in uppercase format.

ACCENT COLOUR

Note the red accent colour. This is chosen from the front cover or article and applied to the titles and subtitles you see. Each cover/article will have a different accent colour. All house articles are draped onto a white page, while feature articles have specialized backgrounds, colours and image backdrops.

COVER TITLE LARGE

COVER SUBTITLE

Cover Detail Text

Cover Detail Text Small
To Describe Something

C O V E R R I B B O N T E X T (U P T O 4 5 % T R A C K I N G)

Cover Title Large - Biondi Bold 20pt (10% tracking) White with Black Drop Shadow, Manual Kern, CAPS

Cover Subtitle - Biondi 14 pt (minimal tracking) White on Black Only, CAPS

Cover Detail Text - Open sans condensed 10pt

Cover Detail Text Small - Open sans condensed light 10pt (only use on black background, NOT on cover photo/image)

Cover Ribbon Text – Biondi small pt (up to 45% tracking, centred on page trim)

HOUSE TITLE

House Subtitle (Open Sans Condensed 14 pt) 50% Grey.

Introductory Teaser Text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer tristique auctor tincidunt. Cras pulvinar tempor enim facilisis. Donec lorem nisi, pretium fringilla porta vel, facilisis a quam. Quisque quis mauris elit, rhoncus turpis. Open Sans Condensed Light 14 pt. 35% grey.

HOUSE TOPICS (OPEN SANS CONDENSED 12PT)

House Author (Open Sans 9pt)

House Body Text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer tristique auctor tincidunt. Cras pulvinar tempor enim sed facilisis. Donec lorem nisi, pretium fringilla porta vel, facilisis a quam. Quisque quis mauris elit, et rhoncus turpis. Suspendisse hendrerit congue mauris ut porta. Phasellus id risus ipsum. Curabitur id ipsum molestie arcu dapibus mattis blandit accumsan mi. Phasellus ut dui ligula, sit amet dapibus lorem. Donec in lorem tellus. Donec at est vitae libero porta semper. Sed velit sapien, porta lacinia luctus eget, tempus vitae nisi.

- Bullet One
- Bullet Two - Phasellus sed tempus nisl. Nulla facilisi. Pellentesque eget nulla ligula, at lobortis diam. Quisque a tellus eros. Integer metus nisi, consequat nec pulvinar et, ultrices quis tellus. Praesent pellentesque metus auctor est cursus quis pellentesque augue placerat. Nunc non tortor sem, sit amet lobortis augue (Note the hanging indent with this bullet point)
- Bullet Three

Vestibulum eu massa quis massa luctus eleifend nec eget tellus. Sed dapibus luctus velit, at viverra nisl ultricies vel. Nam sit amet lorem lacus, eu aliquam est. Phasellus sed tempus nisl. Nulla facilisi. Pellentesque eget nulla ligula, at lobortis diam. Quisque a tellus eros. Integer metus nisi, consequat nec pulvinar et, ultrices quis tellus. Praesent pellentesque metus auctor est cursus quis pellentesque augue placerat. Nunc non tortor sem, sit amet lobortis augue. Aenean nec tellus lorem, sit amet mattis sapien. Suspendisse facilisis porta rhoncus. Nulla ligula sem, eleifend interdum ultrices eget, cursus sit amet nisi. Proin interdum convallis nunc, dapibus malesuada lacus eleifend nec. Note the paragraph indentation, hyphenation enabled, bullets, no line space between paragraphs, end story marker glyph. Open Sans Light 9pt ■

Alternate House Typography

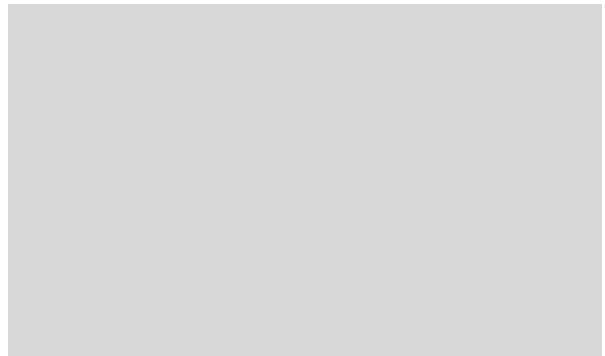
ALTERNATE HOUSE TITLE

House Subtitle (Open Sans Condensed 14 pt)

Introductory Teaser Text. This alternate house typography is used for articles with short text blocks associated with images on the right hand side. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer tristique auctor tincidunt. Cras pulvinar tempor enim sed facilisis. Donec lorem nisi, pretium fringilla porta vel, facilisis a quam. Quisque quis mauris elit, et rhoncus turpis. Open Sans Condensed Light 14 pt justified.

ALTERNATE HOUSE— SUBTITLE ONE

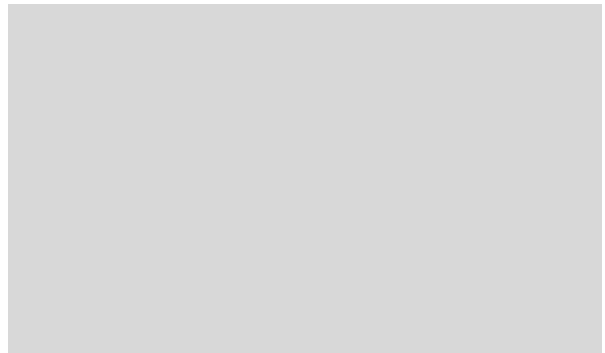
House Body Text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer tristique auctor tincidunt. Cras pulvinar tempor enim sed facilisis. Donec lorem nisi, pretium fringilla porta vel, facilisis a quam. Quisque quis mauris elit, et rhoncus turpis. Suspendisse hendrerit congue mauris ut porta. Phasellus id risus ipsum. Curabitur id ipsum molestie arcu dapibus mattis blandit accumsan mi. Phasellus ut dui ligula, sit amet dapibus lorem. Donec in lorem tellus. Donec at est vitae libero porta semper. Sed velit sapien, porta lacinia luctus eget, tempus vitae nisi.



ALTERNATE HOUSE—SUBTITLE TWO

Vestibulum eu massa quis massa luctus eleifend nec eget tellus. Sed dapibus luctus velit, at viverra nisl ultricies vel. Nam sit amet lorem lacus, eu aliquam est. Phasellus sed tempus nisl. Nulla facilisi. Pellentesque eget nulla ligula, at lobortis diam. Quisque a tellus eros. Integer metus nisi, consequat nec pulvinar et, ultrices quis tellus.

Praesent pellentesque metus auctor est cursus quis pellentesque augue placerat. Nunc non tortor sem, sit amet lobortis augue. Aenean nec tellus lorem, sit amet mattis sapien. Suspendisse facilisis porta rhoncus. Nulla ligula sem, eleifend interdum ultrices eget, cursus sit amet nisi. Proin interdum convallis nunc, dapibus malesuada lacus eleifend nec. Note the paragraph indentation, hyphenation enabled, bullets, no line space between paragraphs, end story marker glyph. Note: justification on, hyphenation on, distance between paragraphs ■



Alternate House Typography

ALTERNATE 2 HOUSE TITLE

House Subtitle (Open Sans Condensed 14 pt)

Introductory Teaser Text This Alternate 2 is used for Q/A type articles where the topics are longer than titles. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer tristique auctor tincidunt. Cras pulvinar tempor enim sed facilisis. Donec lorem nisi, pretium fringilla porta vel, facilisis a quam. Quisque quis mauris elit, et rhoncus turpis. Open Sans Condensed Light 14 pt justified.

House body text lorem ipsum dolor sit amet, consectetur adipiscing elit.

Integer tristique auctor tincidunt. Cras pulvinar tempor enim sed facilisis. Donec lorem nisi, pretium fringilla porta vel, facilisis a quam. Quisque quis mauris elit, et rhoncus turpis.

Suspendisse hendrerit congue mauris ut porta. Phasellus id risus ipsum.

Curabitur id ipsum molestie arcu dapibus mattis blandit accumsan mi. Phasellus ut dui ligula, sit amet dapibus lorem. Donec in lorem tellus. Donec at est vitae libero porta semper. Sed velit sapien, porta lacinia luctus eget, tempus vitae nisi.

Vestibulum eu massa quis massa luctus eleifend nec eget tellus.

Sed dapibus luctus velit, at viverra nisl ultricies vel. Nam sit amet lorem lacus, eu aliquam est. Phasellus

sed tempus nisl. Nulla facilisi. Pellentesque eget nulla ligula, at lobortis diam. Quisque a tellus eros. Integer metus nisi, consequat nec pulvinar et, ultrices quis tellus.

Praesent pellentesque metus auctor est cursus quis pellentesque augue placerat.

Nunc non tortor sem, sit amet lobortis augue. Aenean nec tellus lorem, sit amet mattis sapien. Suspendisse facilisis porta rhoncus. Nulla ligula sem, eleifend interdum ultrices eget, cursus sit amet nisi. Proin interdum convallis nunc, dapibus malesuada lacus eleifend nec. Note the paragraph indentation, hyphenation enabled, bullets, no line space between paragraphs, end story marker glyph. Note: justification on, hyphenation on, distance between paragraphs ■

Captions

CAPTION TITLE

Caption Text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer tristique auctor tincidunt. Cras pulvinar tempor enim sed facilisis. Phasellus ut dui ligula, sit amet dapibus lorem. Donec in lorem tellus. Donec at est vitae libero porta semper. Sed velit sapien, porta lacinia luctus eget, tempus vitae nisi. Vestibulum eu massa quis massa luctus eleifend nec eget tellus. Sed dapibus luctus velit, at viverra nisl ultricies vel. Nam sit amet lorem lacus, eu aliquam est. ec. Note: Biondi 10 pt (wide tracking), and Open Sans Condensed Light 11 pt.

CAPTION TITLE

Caption Text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer tristique auctor tincidunt. Cras pulvinar tempor enim sed facilisis. Vestibulum eu massa quis massa luctus eleifend nec eget tellus. Sed dapibus luctus velit, at viverra nisl ultricies vel. Nam sit amet lorem lacus, eu aliquam est. ec. Note: Biondi 10 pt (wide tracking), and Open Sans Condensed 12 pt.

Page Numbers

BIONDI WEBSITE NAME, 8PT (WIDE TRACKING), LOWER BAR, NUMBERS IN OPEN SANS CONDENSED 14 PT. USE BLACK ON WHITE (OR ALL OTHER LIGHT COLOURS), OR WHITE ON BLACK (OR ON ALL OTHER DARK COLOURS). THIS WILL NOT APPEAR ON AD PAGES.

Image Captions

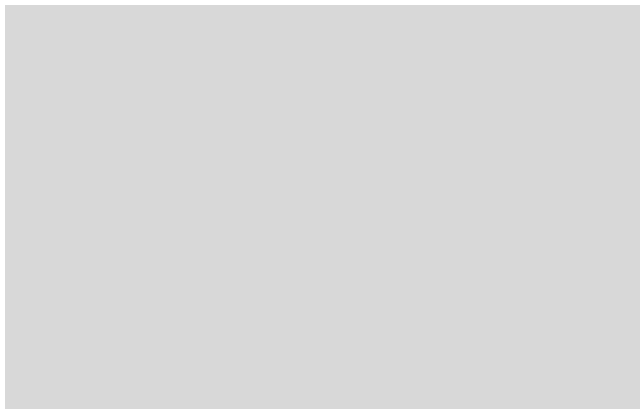


Image Caption (Open Sans Condensed Light 10pt)

Callout Box Typography

THIS IS A
SMALL CALL-
OUT TEXT BOX
FOR A SMALL
QUOTE

SMALL CALLOUT TEXT BOX TITLE

VESTIBULUM EU MASSA QUIS MASSA LUCTUS ELEIFEND NEC EGET TELLUS. SED DAPIBUS LUCTUS VELIT, AT VIVERRA NISL ULTRICIES VEL. NAM SIT AMET LOREM LACUS, EU ALIQUAM EST. PHASELLUS SED TEMPUS NISL. NULLA FACILISI. PELLENTESQUE EGET NULLA LIGULA, AT LOBORTIS DIAM. QUISQUE A TELLUS EROS. BACKGROUND COLOUR IS SAME AS ACCENT, BUT LIGHTER.

EDITORS NOTE:

VESTIBULUM EU
MASSA QUIS MASSA
LUCTUS ELEIFEND NEC
EGET TELLUS. SED
DAPIBUS LUCTUS VELIT,
AT VIVERRA NISL UL-
TRICIES VEL. NAM SIT
AMET LOREM LACUS,
EU ALIQUAM EST.
PHASELLUS SED TEM-
PUS NISL. NULLA FA-
CILISI. PELLENTESQUE
EGET NULLA LIGULA,
AT LOBORTIS DIAM.
QUISQUE A TELLUS
EROS.

Table of Contents Typography

FEATURE

38



Caption Text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer tristique auctor tincidunt. Cras pulvinar tempor enim sed facilisis. Phasellus ut dui ligula, sit amet dapibus lorem. Donec in lorem tellus.