TYPOGRAPHY

Typography is as valuable as colour and photography in establishing a unified look and feel. Correct use of typography can communicate the university’s personality and tone and contribute to a cohesive representation of the institution.
TYPOGRAPHY

Fonts
The U of M’s visual brand uses three fonts. They are:

- Minion Pro
- Knockout
- Myriad Pro

Each font is designated to play a specific role. Minion and Knockout are for headlines. Myriad is for body copy.

Knockout is a licenced font that can be purchased from Hoefler & Co type foundry by visiting the following link:
www.typography.com/fonts/knockout/overview/
ALTERNATE FONTS

Fonts
Alternate fonts are allowed for in-house applications and word processing. They are:

Times New Roman
Helvetica

There will be instances when special display faces are acceptable. These are specialty applications such as advertising campaigns and promotions that require a distinct flavour. Consult with the Marketing Communications Office in planning your material.