

# This is Ubuntu Sans.

It is a unique, custom designed font that has a very distinctive look and feel.

## UBUNTU SANS

The way that typography is used says as much about our brand as the words themselves.

The Ubuntu typeface has been specially created to complement the Ubuntu tone of voice. It has a contemporary style and contains characteristics unique to the Ubuntu brand that convey a precise, reliable and free attitude.

It is used to create a strong look and communicate key brand messages. It has a distinctive look and it must be used on all communications.

The following pages show the weights available and give guidelines on how to use typeface correctly.

**Ubuntu Sans Regular** – ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz /(.,:; ?!' - \_ +) 0123456789

**Ubuntu Sans Regular Italic** – ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz /(.,:; ?!' - \_ +) 0123456789

Ubuntu Sans font family

Ubuntu Sans Light  
*Ubuntu Sans Light Italic*

Ubuntu Sans Medium  
*Ubuntu Sans Medium Italic*

Ubuntu Sans Condensed

Ubuntu Sans Regular  
*Ubuntu Sans Regular Italic*

**Ubuntu Sans Bold**  
*Ubuntu Sans Bold Italic*

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WEIGHTS AVAILABLE

Copy...

**Ubuntu Sans Monospace**

A monospaced typeface is where each character has the same set width and spacing. The advantage of which is...

Ubuntu Sans Monospace is available in Latin, Greek and Cyrillic, and in the following weights: Regular, Bold, Italic, Bold Italic.

**Ubuntu Sans Hebrew**

Available in the following weights: Regular, Bold, Italic, Bold Italic.

**Ubuntu Sans Arabic**

Available in the following weights: Regular, Bold.

## Ubuntu Sans Light/Regular

Typeface plays an important role in defining and strengthening our personality. Leading is important creating legibility and a good rhythm to the page.

### Ubuntu Sans Regular

The following guidelines have been designed to help all of us create a professional, powerful, precise and consistent brand identity that clearly communicates the Ubuntu values.

Use Ubuntu Sans Regular for continuous text and sub-headings and highlighted copy within body copy.

Refer to 'How does it all come together?' sections for examples of how to use typography correctly.

The following guidelines have been designed to help all of us create a professional, powerful, precise and consistent brand identity that clearly communicates the Ubuntu values.

Use Ubuntu Sans Regular for continuous text and sub-headings and highlighted copy within body copy.

Refer to 'How does it all come together?' sections for examples of how to use typography correctly.

### USING LIGHT AND REGULAR

#### Ubuntu Sans Light

Use Ubuntu Sans Light for...

Refer to 'How does it all come together?' sections for examples of how to use typography correctly.

#### Ubuntu Sans Regular

Use Ubuntu Sans Regular for continuous text and sub-headings and highlighted copy within body copy.

Refer to 'How does it all come together?' sections for examples of how to use typography correctly.

#### Leading (line spacing)

For headlines please use 27/30pt.

For continuous text please use Ubuntu Regular or Ubuntu Light. Please use a 3pt space.

For legibility 9/12 pt is the ideal size and leading.

## Ubuntu Sans Medium/Bold

Typeface plays an important role in defining and strengthening our personality. Leading is important creating legibility and a good rhythm to the page.

**TO UPDATE WHEN FONTS DELIVERED**

### Ubuntu Sans Bold

The following guidelines have been designed to help all of us create a professional, powerful, precise and consistent brand identity that clearly communicates the Ubuntu values.

Use Ubuntu Sans Regular for continuous text and sub-headings and highlighted copy within body copy.

Refer to 'How does it all come together?' sections for examples of how to use typography correctly.

The following guidelines have been designed to help all of us create a professional, powerful, precise and consistent brand identity that clearly communicates the Ubuntu values.

Use Ubuntu Sans Regular for continuous text and sub-headings and highlighted copy within body copy.

Refer to 'How does it all come together?' sections for examples of how to use typography correctly.

### USING LIGHT AND REGULAR

#### Ubuntu Sans Medium

Use Ubuntu Sans Medium for...

#### Ubuntu Sans Bold

Use Ubuntu Sans Bold for...

#### Leading (line spacing)

For headlines please use 27/30pt.

For continuous text please use Ubuntu Regular or Ubuntu Light. Please use a 3pt space.

For legibility 9/12 pt is the ideal size and leading.

## Type styles

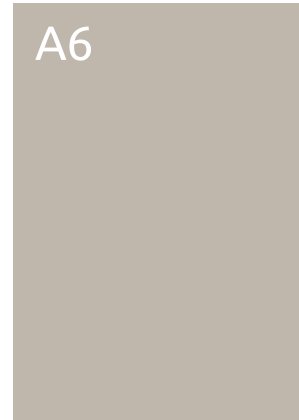
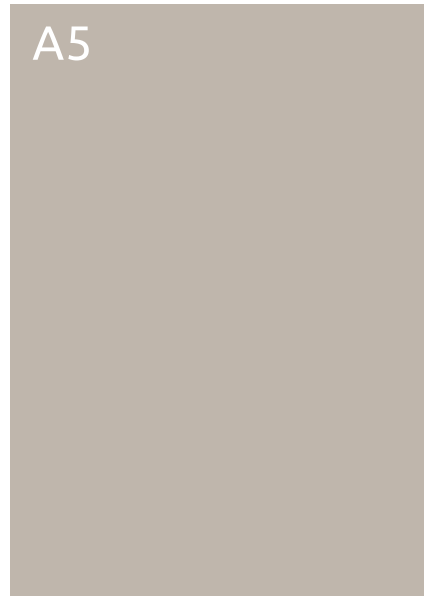
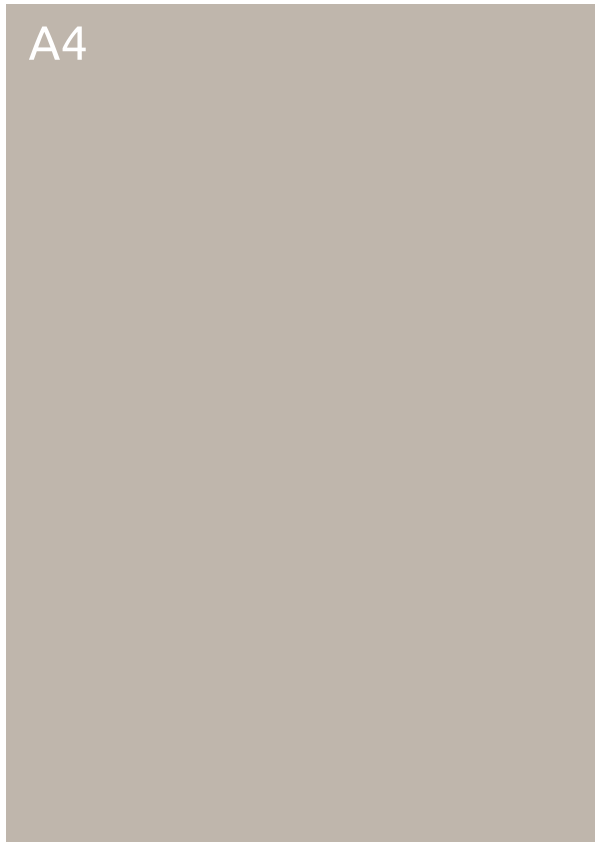
- All text Ubuntu Light or Regular
- All text prints cool grey 11
- Intro copy prints black
- All copy R/L Upper and Lower Case
- 6pt space between paragraphs
- Bullet points for emphasis 2mm tab after bullet point
- Sub bullet points en dash
- 12pt line space before and after headings
- Footnotes – 6pt/9pt leading use glyphs for numbering

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### TYPESTYLES

Above is a brief outline of the typestyles we are adopting for typography.

Refer to 'How does it all come together?' sections for examples of how to use typography correctly. There are further detailed examples on pages XX.



Format sizes	
Size	Height x Width (mm)
A4	297 x 210 mm
A5	210 x 148 mm
A6	148 x 105 mm

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FORMATS

Copy to follow...