

In an effort to bring the formal cornerstones of the campaign – such as freshness and modernity – to bear also on the corporate design, headlines and shorter text sections are very widely spaced.

Moreover, Helvetica Neue 35 Thin is used for large headlines, so as to keep the visual effect light.

Spacing is optimised and somewhat reduced to make stretches of continuous text easier to read. In addition, line spacing is increased slightly to obtain a modern, uncluttered typeface.

Headline

Helvetica Neue 35 Thin _ spacing 200 _ line spacing 110% font size

Headline / Subline / Lead-in / Special lines

Helvetica Neue 45 Light _ spacing 200 _ line spacing 110% font size

Continuous text

Helvetica Neue 45 Light _ spacing 20 _ line spacing 120% font size

Bullet lists

Helvetica Neue 45 Light _ spacing 20/200 _ line spacing 140% font size