

420 x 140 mm

Variants A + B (recommended)

1 / Hashtag

Font: Helvetica Neue 75 Bold

Size: 12 pt

Line spacing: 12 pt

Character spacing: 150

2 / Headline

Font: Helvetica Neue 35 Thin

Size: 25.5 pt

Line spacing: 30.5 pt

Character spacing: 150

3 / URL

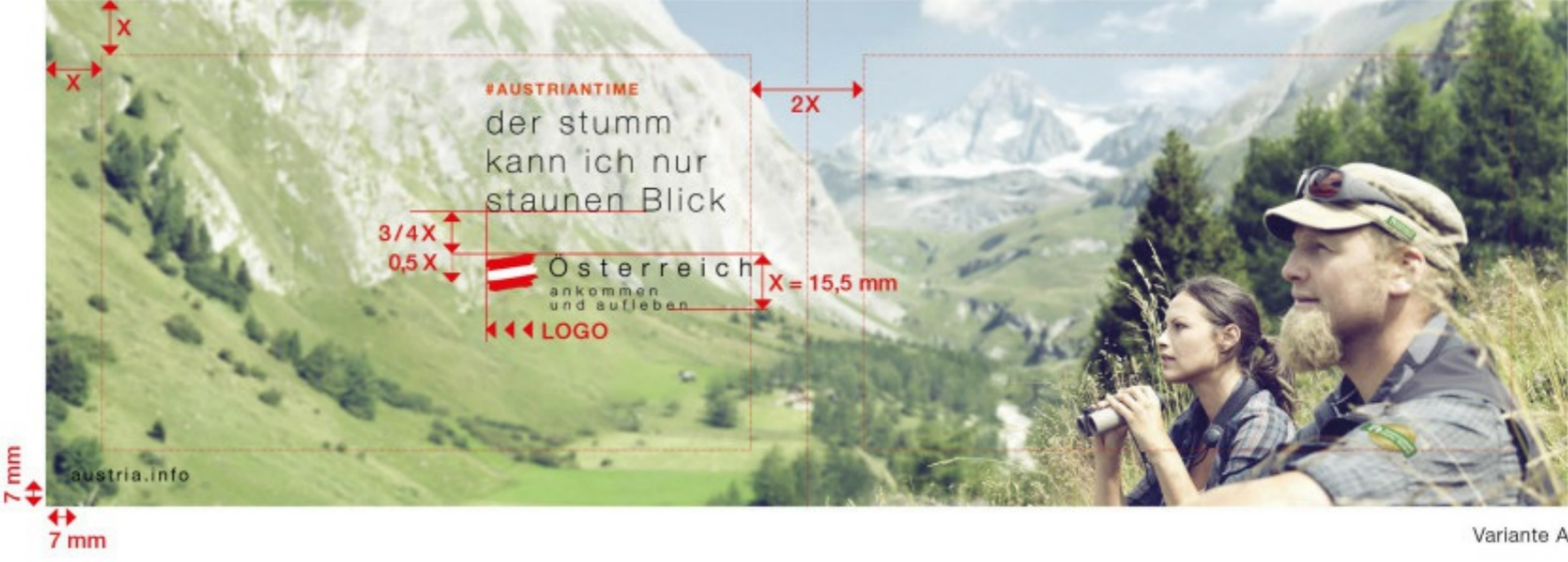
Font: Helvetica Neue 55 Roman

Size: 14 pt

Line spacing: 14 pt

Character spacing: 150

Variant with a larger font and variant for logo placement next to the headline and below the headline.



Variante A



Variante B

Variants C + D (exception)

1 / Hashtag

Font: Helvetica Neue 75 Bold

Size: 10 pt

Line spacing: 10 pt

Character spacing: 150

2 / Headline

Font: Helvetica Neue 35 Thin

Size: 21.5 pt

Line spacing: 25.5 pt

Character spacing: 150

3 / URL

Font: Helvetica Neue 55 Roman

Size: 14 pt

Line spacing: 14 pt

Character spacing: 150

Variant with a smaller font and variant for logo placement next to the headline and below the headline.



Variante C



Variante D