

Template format: DIN A4 portrait and landscape

Helvetica Neue

## 1 / Hashtag

Font: Helvetica Neue 75 Bold  
Size: 16 pt  
Character spacing: 150

## 2 / Copy large

Font: Helvetica Neue 75 Bold  
Size: >120 pt  
Character spacing: 0

## 3 / Copy small

Font: Helvetica Neue 55 Roman  
Size: 12 pt  
Line spacing: 20 pt  
Character spacing: 100

## 4 / URL

Font: Helvetica Neue 55 Roman  
Size: 10 pt  
Character spacing: 150

## 5 / Logo

oew\_logo\_b2c\_AT\_4c

