Typography
Typography

Helvetica Neue typeface

A new typeface has been chosen for the Invest NI brand family.

Helvetica Neue is a simple and timeless typeface. It is a well regarded and respected typeface and brings a confidence to the overall brand. It is a versatile typeface and is suitable for everything from large format headlines, to small body copy in brochures.

It is available in a variety of weights and is recognised universally across digital platforms.

Four weights are recommended for use with the Invest NI brand - 85 Heavy, 75 Bold, 65 Medium and 55 Roman.

It can appear in upper and lower case. It can appear in ALL CAPITALS if required. Italic versions may also be used.

All other weights and cuts of Helvetica Neue are not to be used.

Minimum size for print
For print, the recommended size for body copy is 9pt, although 8pt text may be used if space is limited.

Minimum size for screen
For screen, the recommended size for body copy is 12pt.

Helvetica Neue - 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

cdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue - 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

cdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue - 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

cdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue - 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

cdefghijklmnopqrstuvwxyz
0123456789
Typography

Secondary web safe typeface

A secondary typeface has also been chosen to be used whenever Helvetica Neue is not available.

Arial is a very similar typeface to Helvetica Neue and is an industry standard font on all computers.

Use of Arial is only recommended if a computer does not have, or cannot display the Helvetica Neue font.

Bold and regular weights are available.

It can appear in upper and lower case. It can appear in ALL CAPITALS if required. Italic versions may also be used.

Minimum size for print
For print, the recommended size for body copy is 9pt, although 8pt text may be used if space is limited.

Minimum size for screen
For screen, the recommended size for body copy is 12pt.

Arial - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial - regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial - Italics

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
Typography

Typesetting short titles

Helvetica Neue 75 Bold is recommended when setting typographic headlines.

For short headline messages (no more than 4-5 words) text can be scaled up and allowed to bleed off the edge of the page. It can bleed off to the left, right or both, depending on how the text sits.

Size of text will depend on the headline, but generally, headlines should be large in size. Big, bold and confident will grab people’s attention.

Bleeding the type off the page is a treatment that when used consistently will become an identifiable brand style.

Headline typographic treatments should be used regularly, and are recommended whenever imagery is not available.

This simple typographic treatment will help build a brand consistency and is a much better option than choosing a weak business stock image.

Here are some examples of how short headlines can bleed off the page.
Typography

Typesetting longer headlines

When typesetting longer headlines and messages, bleeding the type off the page is not recommended.

Headlines can still be large in size, but should also allow for clearance areas on the left and right.

Staggering lines of text is not recommended. Headlines should only be aligned to the left or right.

Could your business idea go global?

Over 700 foreign investors are already here.

What's keeping you?
Typography

Point size, leading and kerning

Point size, kerning and leading guidance is very important and should be adhered to at all times.

Point size
The minimum recommended point size for all weights is 10pt although 8pt may be used if space is limited.

Leading
As a general rule for all weights of text, the leading should always be set 2 point sizes greater than the text point size.

Kerning
The kerning should always be -25 for all weights of Helvetica Neue.

Ignoring these rules will result in poor typesetting.

Here are some examples of text set using the above guidance.

Helvetica Neue 75 bold with point size 28, leading 30 and kerning -25 ✓

Helvetica Neue 75 bold without leading and kerning adjusted ✗

Helvetica Neue 65 medium with point size 24, leading 26 and kerning -25 ✓

Helvetica Neue 65 medium without leading and kerning adjusted ✗

Helvetica Neue 55 roman with point size 11, leading 13 and kerning -25 ✓

Helvetica Neue 55 roman without leading and kerning adjusted ✗
## Typography

### Type size hierarchy

Size hierarchy is important when setting type. There are no exact rules, however, in general, the headline message should always be the largest. The bold sub-headers should be slightly smaller and the body copy should always be the smallest type on the page. Call to action should never be larger than a sub-heading.

Here is an example of size hierarchy.

<table>
<thead>
<tr>
<th>Size</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biggest</td>
<td>This is a heavy headline</td>
</tr>
<tr>
<td>Medium sized</td>
<td>This is a bold sub-heading</td>
</tr>
<tr>
<td>Medium sized</td>
<td>This is a bold call to action</td>
</tr>
<tr>
<td></td>
<td>0800 800 800  <a href="mailto:info@investni.com">info@investni.com</a></td>
</tr>
</tbody>
</table>
Typography

Negative space

When typesetting, it is important to keep a good balance of negative space around the text. A good amount of negative space around headlines and body copy not only makes the design visually more appealing, but also makes the piece easier to read. Text can flow in the correct order and allows emphasis to be put on key parts of the communication.

Do not fill white space with additional images or text that aren’t required. Filling a page full of images and text can be visually off-putting, making the document harder to read.
Basic grids for typesetting

There are no strict templates or grids for setting text. In general, three options are available.

One, two and three column grids can be used depending on size and format.

For smaller documents, (3rd A4) a one column grid is recommended.

For A5 and A4 sizes, two or three column grids can be used.

Here are some rough guides for the three grids.
Setting type on images

When setting type on imagery, there are a number of options and techniques to help with legibility.

1. Choose images with plenty of negative space that have clean uncluttered backgrounds.

2. For images with negative space but with busy backgrounds, a gradient or vignette can be overlaid onto the image to help mask the background and improve legibility.

3. A duotone treatment can be added to an image, helping to improve contrast.

4. If no negative space is available, an area of multiplied colour can be overlaid onto the image.

5. If all else fails, a solid block of colour can be used, giving an uninterrupted area for text to sit.
Typography

Examples of headline application

Here are a number of examples of headline text being applied onto imagery and solid background colour using the techniques mentioned on the previous page.

Go Global

Take Flight

Kevin Fitzpatrick, FM Environmental

“With their help, we created a new software system for farmers.”

“Grease Guardian”

“These vouchers are little gems”

Helping companies grow