

Typography

Typography

Effra

Effra Medium

**AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890!@£\$%^&***

Effra Light

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890!@£\$%^&*

If Effra is not available, use Helvetica Bold and Light.

Typography Usage

Effra medium should be used for all titlings, headings, sub headings and highlighted information.

Effra light should be used for everything else. It is important that all typography is set in sentence case and written in a consistent, clear tone of voice.

See the 'Putting it all together' and 'Gallery' for examples of usage.



Typography

Colours

Headings and key messaging above 12pt, can appear in any of the Haringey brand colours.

For body copy, small print or anything else appearing below 12pt, 100% process black should be used in order to avoid registration issues and aid clarity.