

Use and layout guidelines

3.1 Fonts and typography

When fonts and typography are used consistently, it helps unify messaging and creates familiarity. These guidelines, in alignment with UC Davis type guidelines, assist with consistent department and unit titling and copy treatments for visual layouts.

The primary typeface for UC Davis Health is **Proxima Nova**. The font contains several different weights, including light, regular, semibold, bold, extra bold and black.

Proxima Nova Light is the default weight for body copy. Body copy should be set with ample leading for legibility and readability.

In cases where Proxima Nova is not available, use Arial Regular and Bold or Helvetica Regular and Bold as a failsafe font substitute.

FreightText Pro is a serif font and is a secondary typeface for UC Davis Health. Serif fonts have decorative cross lines at the end of each character stroke which give it a distinctly different look than Proxima (a sans serif font).

FreightText should be used only when a serif font is preferred or necessary. Examples include formal invitations or certificates, longer form copy and smaller captions.

Please note: Proxima Nova requires a \$15 per computer font license. To purchase and have this font installed, submit a font order request through UC Davis Information and Educational Technology. FreightText is available through Adobe at fonts.adobe.com/fonts/freight-text.

Proxima Nova

Aa UC Davis Health

Aa Aa Aa Aa Aa
Light Regular Semibold Bold Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

FreightText Pro

Aa UC Davis Health

Aa Aa Aa Aa Aa
Light Book Medium Bold Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Use and layout guidelines

Fonts and typography continued

To help with textual consistency throughout all UC Davis Health branded communications, use this preferred example of font hierarchy as a guide for marketing collateral.

Bullet lists should be formatted with a small square bullet for emphasis. Title and sentence case use are preferred.

Example of preferred font use

Headline will go here on one to three lines

Headline:
Proxima Nova Bold
21/23

Mus doluptata quae alitatus, nulp los quiaie pediatur. Damusa sol or solore eiciis ea sequia non nonseque.

Intro text:
Proxima Nova Regular
13/18

Occum illabori ut esto core, ut exceti usdant quiat doles est aliquunturis mosti bea istium dolupta spitatem nos es a derum quaescias ipsam nus acit restiorrum alis essunditiu.

Body text:
Proxima Nova
10/ 13.5

Ehenimin nonsedit

Solorro modis a cone porpore perunt, eligeni mpere, ut aute sita volupta am am vendio eaquaep tiatium. Hiliquae sit, quae iunt hil porem facerro dolupta tusdae ratur cium.

Subhead:
Proxima Nova Bold
12/15

- Con re volori aliquam il il esera velitiberum ipsanimint que officitiae none mint facesec totatestorio volecerspel.
- Quamendlic endam aboris res moditio nsecatq uidestrum facidi comnimet min cus, rehent ommoluptat odicitis.

Bulleted text:
Proxima Nova
10 /13.5
Square bullets