

# Typography

Bodoni BE Regular and Medium, respected, traditional serif faces, are the primary corporate fonts. Bodoni has some of the same personality attributes as The Conference Board: it is enduring, clear, authoritative, and important.

In business communication, and in presentations such as Word, PowerPoint and on the Web, we will use Times Roman and Helvetica—universally available standard typefaces.

Use a consistent typesetting style, upper and lowercase with normal letter and word spacing. Never use all capital letters; they are not as legible as upper and lowercase or all lowercase letters. In most cases, set text aligned left, with a random rag on the right. Never force justify type or letter-space typography just to fill a column. The use of type demonstrates how we use our corporate typefaces to bring information to life—and create a consistent, recognizable look.

Our secondary typeface, Corporate SBQ Regular, gives our publications a clean, modern look, and as a sans serif face, provides a nice contrast to Bodoni.

The TCB Corporate Fonts are not available for free distribution. The Bodoni and Corporate fonts can be purchased from H. BERTHOLD (Windows and Macintosh available)

<http://www.bertholdtypes.com/home.html>

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## Bodoni BE Regular

### Bodoni BE Medium

# Bodoni BE Regular

### Corporate SBQ Regular

### Corporate SBQ Medium