

GREAT Britain

Our destination brand guidelines:

Fonts

VERSION 1.0



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Our fonts

Our primary typeface is a modern geometric family named Euclid Flex B. It is available in three weights, regular, medium, and bold.

Set the leading correctly – 110% for headlines, 120% for everything else. Always set kerning to optical.

Please contact the Brand Team for information on font licences.

Euclid Flex B

Regular.

abcdefghijklmn
opqrstuvwxyz

Regular is used for body copy

Medium.

abcdefghijklmn
opqrstuvwxyz

Medium is used for sub headings and to highlight words within body copy

Bold.

abcdefghijklmn
opqrstuvwxyz

Bold is used for headlines, titles, headings, CTAs and URLs

Our fonts

System font

Our system typeface is Arial.
It is available in two weights,
regular, and bold.

Arial is available on all
computers and typically used
for Word, PowerPoint and
sometimes digital (when Euclid
Flex B is not available). Arial
should never be used for print
advertising or above-the-line
communications.

Arial

Regular.

abcdefghijklmn
opqrstuvwxyz

Bold.

abcdefghijklmn
opqrstuvwxyz

Our fonts

Language

Japanese - **Noto Sans CJK JP**

素晴らしい

あいうえおはひふへほかきくけこま
みむめもさしすせそやゆよたちって
とらりるれるなにぬねのわゐんゑを

Korean - **Noto Sans CJK KR**

素晴らしい

あいうえおはひふへほかきくけこま
みむめもさしすせそやゆよたちって
とらりるれるなにぬねのわゐんゑを

Chinese - **Adobe Heiti Std**

伟大的

诶必西弟衣艾付记爰耻i挨宅开饿罗饿
母恩呕披酷耳艾斯 大波留 埃克斯歪再得

Arabic* - **Boutros Noor**

بطرس نور

ا ب ك د ا ف ج ه ا ج ك ل م
ن و ب ق ر س ت و ف و ا ك س ي ز

*Please note that Arabic text runs from right to left

*Boutros Noor font used at 110% horizontal stretch

Typography summary

Golden rules when setting type



Use the correct weights of Euclid Flex B.



Set the leading correctly – 110% for headlines, 120% for everything else.



The default colours for copy are GREAT Blue and White. Secondary colours can be used with their colour pairs, but only in certain circumstances.

Please contact your VisitBritain project lead to obtain font files.



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