

## TYPOGRAPHY

Our typographic approach is meant to communicate in a bold and decisive way. The primary goal is precision and legibility, focus and clarity. We can't ever afford to be misunderstood, and this area is no exception.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890([[!@#\$%^&\*]])**

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890([[!@#\$%^&\*]])

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890([[!@#\$%^&\*]])

Proxima Nova Light

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890([[!@#\$%^&\*]])*

Helvetica Neue Light Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890([[!@#\$%^&\*]])**

Helvetica Neue Condensed Bold

# 23

Helvetica Neue Condensed Bold

Large numbers

Proxima Nova Bold

**Lorem Ipsum Dolor Sit Amet**

Titles and callout text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dapibus, nisi vitae ultricies mollis, magna risus vehicula risus, volutpat accumsan felis odio eget felis. Nulla quis semper lacus. Curabitur euismod elit elit, id aliquam massa porttitor eu. Phasellus a arcu ornare nunc posuere cursus id rhoncus erat. Nullam sed nisi placerat, convallis libero nec, lacinia metus. Nunc tellus mauris, porta eu libero quis, vestibulum cursus tortor. Donec sodales ornare accumsan. Sed sagittis ligula in tortor hendrerit, et pretium lacus cursus. Nullam non vestibulum tellus. Suspendisse ornare augue arcu.

Proxima Nova Light

Body copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dapibus, nisi vitae ultricies mollis, magna risus vehicula risus, volutpat

Proxima Nova Regular

Knocked-out copy

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dapibus, nisi vitae ultricies mollis, magna risus vehicula risus, volutpat accumsan felis odio ege*

Helvetica Neue Light Italic

Captions and asides

## Proportionality

When type is set, it should be laid out for maximum legibility to ensure that simple proportions are established.

### Leading



The relationship between type size and leading should be a value of 1.4, rounded to the nearest integer. This means:

Type	Leading
7 pt	10 pt
9 pt	13 pt
10 pt	14 pt
11 pt	15 pt
12 pt	17 pt
14 pt	20 pt

### Width



Many style guides call for type to be set at a width of 1.5 alphabets, or roughly 40 characters at maximum across. This keeps users from having to find their place again when finishing a line of copy. Because **Hologic** copy may include some technical language and longer words, we will cap the width of copy in columns to 55 characters.

### Titling



Titling should be set at least 1.3 times the size of the body copy, rounded to the nearest integer. This means:

Type	Leading
7 pt	9 pt
9 pt	12 pt
10 pt	13 pt
11 pt	14 pt
12 pt	16 pt
14 pt	18 pt

We are **sure**  
in everything  
we do.

**09**

**Lorem Ipsum Dolor Sit Amet**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dapibus, nisi vitae ultricies mollis, magna risus vehicula risus, volutpat accumsan felis odio eget felis.

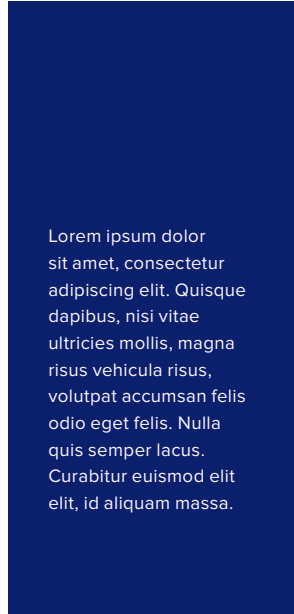
Large numbers can be knocked out of boxes for maximum legibility.



Large numbers can lead off the side of solid or extremely low-contrast images, provided they do not obscure anything.



Copy text within a solid color block should not bleed off the edge.



Large titles or words can bleed off the color block, provided the word itself is fully legible and that the image or color block has no high-contrast areas behind it.



Standard capitalization is used throughout. In the case of word clouds or single-word expressions, capitalizing the entire word is acceptable.

PASSIONATE  
**WOMEN**  
PURPOSEFUL

### **Font substitutions: online and digital**

Additionally, when translating the brand online, it is preferable to use the fonts as embedded objects, so that Proxima Nova is selectable, searchable and as legible as possible. Typekit works well to embed fonts in web pages so that the text is still searchable and selectable.

If font objects are not available, the options shown to the right are acceptable in both purely web and other digital mediums. Again, the most important elements are legibility and clarity of character, as these create the feel of certainty and decisiveness.

### **Font substitutions: events and programs**

Additional fonts may be used as substitutions, as design for events or specific programs may warrant. Because the goal of these is to work well with Proxima Nova as body copy, find fonts that suggest the goal of the programs or events. We want to encourage a forward-thinking, skillful and precisely drawn approach in everything we do. Please note: Only licensed fonts can be used online.

### **Assets and materials may be downloaded from [MyHologic Brand Manager](#).**

We have Proxima Nova licensed for web usage.