

# BUZZ STUDIO TYPOGRAPHY STYLE MASTER

## A-FONT (Headers)

### LINOTTE

SemiBold - ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 £\$!()?@&<>"\

### THE RULES:

Linotte SemiBold should always be applied in UPPERCASE

Linotte SemiBold should always have a 40/1000 em Tracking  
(space between all characters in Adobe programmes)

Leading should always be generous (at least 6 pt greater than the Font Size)

## B-FONT (For all other text)

### Franklin Gothic

Book - abcdefghijklmnopqrstuvwxyz 0123456789 £\$!()?@&<>"\

*Book Italic - abcdefghijklmnopqrstuvwxyz 0123456789 £\$!()?@&<>"\*

Medium - abcdefghijklmnopqrstuvwxyz 0123456789 £\$!()?@&<>"\

*Medium Italic - abcdefghijklmnopqrstuvwxyz 0123456789 £\$!()?@&<>"\*

Demi - abcdefghijklmnopqrstuvwxyz 0123456789 £\$!()?@&<>"\

*Demi Italic - abcdefghijklmnopqrstuvwxyz 0123456789 £\$!()?@&<>"\*

### THE RULES:

Franklin Gothic should be used for all text that does not constitute a header,  
such as body text, web text, stationery and email signatures

Franklin Gothic should always have a 10/1000 em Tracking  
(space between all characters in Adobe programmes)

Franklin Gothic should never be hyphenated (words should not be broken across lines)