Global Brand Typefaces:
Basic Information & Usage Guidelines

Designed Materials
(e.g., Collateral and Displays)
Gotham Office

- Anyone who needs Gotham Office to design materials must acquire their own licence. To acquire Gotham Office, please contact Joe Horwood (joe.horwood@gs1.org) at the GS1 Global Office.

- Gotham Office should be used on all designed materials, such as print collateral and displays.

- It is recommended that the tracking (letter spacing) be set to negative 20, except when using all caps, which should be set to positive 90.

Websites
(Live Website and Mockups)
Gotham ScreenSmart®

- No purchase necessary for webfont version that displays on live websites
- Desktop version can be purchased to create mockups

Webfont Version

- This is a subscription that enables a font to be included in website code and displayed to all viewers.
- The code to access the GS1 license is included in the Web Toolkit download for all MO's base URLs.
- To use for a development site, email the global office with your MO name and the subdomain to be added to the subscription.
- Cost covered by Global GS1 license.

Desktop Version

- The only reason to purchase this version is to create more accurate looking static mockups of web pages for layout and content approval.
- Cost is based on the total number of computer licenses needed.
- To purchase, go to: http://www.typography.com/fonts/ gotham/styles/gothamscreensmart

Shared Materials
(e.g., Microsoft PowerPoint)
Verdana

- No purchase necessary

- Verdana should be used whenever it is required for text to be editable by multiple parties in sharable documents such as Microsoft Word or Microsoft PowerPoint.

- Verdana is a preinstalled font that comes with most operating systems.

Gotham ScreenSmart Light

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

Gotham ScreenSmart Book

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

Gotham ScreenSmart Medium

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

Gotham Office Regular

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

Gotham Office Italic

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

Gotham Office Bold

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

Gotham Office Bold Italic

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

Verdana Regular

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

Verdana Italic

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

Verdana Bold

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abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Verdana Bold Italic

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