

Our typographic style is a strong contributor to our brand identity.

Our core typefaces are **Grota Sans Alt Rounded** and **ITC Franklin Gothic**, these should be used in all professionally designed materials.

Ensure that only the typefaces below are used for the correct communications materials, this will help to maintain a consistent visual style across all communications and ensure a trusted voice is maintained.

Licensed versions of our core typefaces are available from the [National Office Team](#). Alternatively, you can purchase them from www.myfonts.com.

OUR TYPEFACES

Grota Sans Alt Rounded Book

Grota Sans Alt Rounded Book italic

Grota Sans Alt Rounded Medium

Grota Sans Alt Rounded Semi-Bold

Grota Sans Alt Rounded Semi-Bold Italic

Grota Sans Alt Rounded Bold

Grota Sans Alt Rounded Heavy

Grota Sans Alt Rounded Book – for quote credits or captions

Grota Sans Alt Rounded Medium – introductory text and word emphasis

Grota Sans Alt Rounded Semi-Bold – all Caps, sub-headings and word emphasis

Grota Sans Alt Rounded Semi-Bold Italic – case study introductions

Grota Sans Alt Rounded Bold – section headings, main headings and word emphasis

Grota Sans Alt Rounded Heavy – for large stylised quote marks

ITC Franklin Gothic Book

ITC Franklin Gothic Book Italic

ITC Franklin Gothic Medium

ITC Franklin Gothic Demi

ITC Franklin Gothic Heavy

ITC Franklin Gothic Book – Body copy

ITC Franklin Gothic Book Italic – references

ITC Franklin Gothic Medium – Introductory text and word emphasis

ITC Franklin Gothic Demi & Heavy – sub-headings and word emphasis

Trebuchet MS regular

Trebuchet MS Italic

Trebuchet MS Bold

Trebuchet MS Bold Italic

Trebuchet MS

For use in Microsoft Office packages such as Word and PowerPoint, it may also be required for screen viewed items such as emails, e-newsletters and e-invites, especially when sending or viewing documents externally.

Do not use Trebuchet MS for professionally designed and printed literature.

Grota Sans Alt Rounded is our preferred typeface for section headings, main headings, pull-out text and quotes. When using Grota for headings you must always use 'ALL CAPS'. All our text must be left aligned and never centred or justified.

Our Grota typeface should always be in our purple or secondary colours, it should never be used in 90% Black unless you are printing a greyscale document.

ITC Franklin Gothic is used for body copy, sub-headings, text emphasis and web addresses etc. Body copy should always be in 90% Black. Colour can be used for sub-headings, text emphasis and web addresses etc.

USING OUR TYPEFACES

Section heading / introduction

I AM GIVEN INFORMATION AND OFFERED ONGOING SUPPORT TO UNDERSTAND AND MANAGE MY LIFE WITH IBD

Grota Sans Bold All Caps

Grota Sans Book All Caps

Main heading

WHAT DOES THIS MEAN FOR ME?

Grota Sans Bold All Caps

Sub-heading and body copy

The IBD Standards

Crohn's and Colitis UK run a number of confidential helplines for anyone affected by IBD. The Information Service is staffed by a team of trained Information Officers who provide callers with clear and balanced information on a wide range of issues relating to IBD. You can contact them on:

0845 130 2233 or email **info@crohnsandcolitis.org.uk**

Franklin Gothic Demi

Franklin Gothic Book

Franklin Gothic Demi

Pull-out text

Defined arrangements should exist for admitting IBD patients directly to the specialist gastroenterology ward or area.

Grota Sans Semi-Bold

IBD Standards Standard A10

Grota Sans Bold
Grota Sans Book

Quotes

“I have found Crohn's and Colitis UK to be very supportive as a charity and their information invaluable. Becoming a member is one of the best things I have done since being diagnosed.”

Grota Sans Heavy

Grota Sans Medium

Vicky, 31
Diagnosed with Ulcerative Colitis in 2011

Grota Sans Bold & Grota Sans Book