

The typography

Typographic guidelines are of great importance to create clear hierarchies and to organise information according to its importance. Well thought-out typography in the design promotes clear and effective communication of the content.

As of: January 2025

The basic corporate font

The individual font style of the LUIS word mark is accompanied by Gotham, a grotesque font that works for a wide range of applications. The Gotham family is extensively expanded so that the different levels such as headline, subheadline, body text and small text can be used accordingly.

Gotham is used as the basic font in the Book, Medium and Bold weights. The typography can be set in dark blue or white, depending on the background. Headlines, short texts and information texts can appear in signal orange. The use of shades of grey is also possible.

AaBbCc
1234

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Font: Gotham / Font weight: Bold

AaBbCc
1234

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Font: Gotham / Font weight: Medium

AaBbCc
1234

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Font: Gotham / Font weight: Book

The space saving alternative cut

As an alternative, the Gotham Narrow in the Book, Medium and Bold styles can be used where design space is limited.

AaBbCc
1234

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Font: Gotham Narrow /
Font weight: Bold

AaBbCc
1234

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Font: Gotham Narrow /
Font weight: Medium

AaBbCc
1234

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Font: Gotham Narrow /
Font weight: Book

The variant for on-screen applications

Gotham ScreenSmart is used for visual communication on digital devices.

AaBbCc
1234

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ
abcdefghijklmno
pqrstuvwxyz
0123456789

Font: Gotham ScreenSmart /
Font weight: Bold

AaBbCc
1234

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ
abcdefghijklmno
pqrstuvwxyz
0123456789

Font: Gotham ScreenSmart /
Font weight: Medium

AaBbCc
1234

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ
abcdefghijklmno
pqrstuvwxyz
0123456789

Font: Gotham ScreenSmart /
Font weight: Book

Usage

Do you need help with the correct application of our corporate design elements? Then please contact us in writing at presse@luis.de.