

# GLOBAL BRANDING FONT

Typography is a core element of our brand and helps communicate a unified personality of an organization.

National Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

National Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

National Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

National Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

Noto Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

We use the National font family as the primary typeface for all brand communications.

There are two weights available, National Book and National Bold. National Book should be used for all body text. National Bold is available to provide flexibility and emphasis in your layouts.

Electronic communications (e.g. Word® documents and PowerPoint® presentations) should use our preferred National font as well. All YFU USA computers will have the National font family installed.

If the receiving computer does not have the National font family installed use Arial instead. This is a system font and will appear consistent across desktop applications.

If you're printing a document from your computer, National will print correctly. If you're sending a word document/file to a non-YFU computer, it is recommended to send via PDF to retain the branded font.

For international languages and communications, Noto Sans is available for download here: [google.com/get/noto](https://www.google.com/get/noto)