

PRIMARY TYPOGRAPHY

The WMed logotypes are set in enhanced typefaces and cannot be reset.



The New Caledonia LT STD/Regular font is the serif font used for text in the subordinate area of the WMed logo.

New Caledonia LT STD/Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

New Caledonia LT STD/Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

New Caledonia LT STD/Regular

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

SECONDARY TYPOGRAPHY

Georgia, a serif font, and Trade Gothic and Univers, sans serif fonts, are recommended as complementary fonts to our logo. If our logo is being used, one of these complementary fonts below should be used for text in the document.

Georgia/Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic LT STD/Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers LT STD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEB-SAFE TYPOGRAPHY

Our website design utilizes Oswald, Taviraj, and FontAwesome, which are web-safe typefaces to be used for all web communication. For other electronic usage, Helvetica and Georgia may also be used for main-text and/or body copy.