

WGU | STYLE GUIDE  
*Fonts*

# TYPOGRAPHY.

WGU communications are designed using one or more members of the Futura Standard font family. Whenever possible, these fonts should be used in any communication. Licenses for this font must be purchased by the organization that will use it and cannot be shared from department to department.

## PRIMARY FONT — FUTURA STANDARD

AaBbCcDdEeFfGg  
0123456789

Futura Standard Light

*AaBbCcDdEeFfGg*  
*0123456789*

Futura Standard Light Oblique

AaBbCcDdEeFfGg  
0123456789

Futura Standard Book

*AaBbCcDdEeFfGg*  
*0123456789*

Futura Standard Book Oblique

AaBbCcDdEeFfGg  
0123456789

Futura Standard Medium

*AaBbCcDdEeFfGg*  
*0123456789*

Futura Standard Medium Oblique

**AaBbCcDdEeFfGg**  
**0123456789**

Futura Standard Bold

***AaBbCcDdEeFfGg***  
***0123456789***

Futura Standard Bold Oblique

**AaBbCcDdEeFfGg**  
**0123456789**

Futura Standard Heavy

***AaBbCcDdEeFfGg***  
***0123456789***

Futura Standard Heavy Oblique

## SECONDARY FONT — SANS-SERIF

While it is recommended that members of the Futura Standard font family be used in WGU communications wherever possible, there are instances (e.g., PowerPoint presentations or on the web) when Futura Standard may not be available for use. In these cases, it is acceptable to use our secondary font—Arial.

### SECONDARY FONT — SANS-SERIF: ARIAL

**AaBbCcDdEeFfGg**  
**0123456789**

Arial Regular

**AaBbCcDdEeFfGg**  
**0123456789**

Arial Bold

*AaBbCcDdEeFfGg*  
*0123456789*

Arial Regular Italic

***AaBbCcDdEeFfGg***  
***0123456789***

Arial Bold Italic

## SECONDARY FONT — SERIF

In those cases where the use of a serif font is the more appropriate choice, it is acceptable to opt for Baskerville. This font should be used sparingly and should not be used as a primary font throughout major documents.

### SECONDARY FONT — SERIF: BASKERVILLE

**AaBbCcDdEeFfGg**  
**0123456789**

Baskerville Regular

*AaBbCcDdEeFfGg*  
*0123456789*

Baskerville Italic

**AaBbCcDdEeFfGg**  
**0123456789**

Baskerville SemiBold

***AaBbCcDdEeFfGg***  
***0123456789***

Baskerville SemiBold Italic

**AaBbCcDdEeFfGg**  
**0123456789**

Baskerville Bold

***AaBbCcDdEeFfGg***  
***0123456789***

Baskerville Bold Italic