

## 3.1 Corporate Typefaces

The corporate typeface is an essential part of the visual vocabulary for creating a consistent look across a wide range of communications. NUS has chosen Frutiger for its legibility and distinct typographic style. All printed literature – stationery, forms, brochures, posters, etc – should use Frutiger. For computer-generated text, Verdana can be used in place of Frutiger if the latter is not available. Times New Roman has been selected as a secondary typeface to complement Frutiger – it should be used for the text of letters, faxes etc.

See the website guidelines at <http://www.nus.edu.sg/identity/web/> for guidance on font usage for electronic media. For computer-generated text, Verdana can be used in place of Frutiger if the latter is not available.

Frutiger Light

abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()?"'  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Frutiger Roman

abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()?"'  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Frutiger Bold

**abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()?"'**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

Times New Roman

abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()?"'  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Times New Roman Bold

**abcdefghijklmnopqrstuvwxyz !@#\$%^&\*()?"'**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

Verdana

abcdefghijklmnopqrstuvwxyz !@#\$%^&\*() ?  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Verdana Bold

**abcdefghijklmnopqrstuvwxyz !@#\$%^&\*() ?**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

## 3.2 Chinese Typeface

The Chinese typeface for NUS is 黑体家族 . It has been selected to complement Frutiger.

方正细等线

新加坡国立大学，肯特岗路10号，新加坡邮区119260

@#\$\$%^&\*() ? “ ” 0123456789

方正中等线

新加坡国立大学，肯特岗路10号，新加坡邮区119260

@#\$\$%^&\*() ? “ ” 0123456789

方正黑体

新加坡国立大学，肯特岗路10号，新加坡邮区119260

@#\$\$%^&\*() ? “ ” 0123456789