



Fonts & **TYPOGRAPHY**



PRIMARY FONTS

Mission Gothic Bold - Our primary font

AaBbCcDdEeFf

* All caps when used for headlines

Hanley Pro Italic - *used selectively to highlight a word or short message*

AaBbCcDdEeFf

* Primary font for numbers

THE HANLEY PRO ITALIC IS AVAILABLE FOR PURCHASE AT
[HTTPS://WWW.MYFONTS.COM/FONTS/DISTRICT-62-STUDIO/HANLEY-PRO/ITALIC/](https://www.myfonts.com/fonts/district-62-studio/hanley-pro/italic/)

TYPOGRAPHY

Our headlines are a mix of Mission Gothic and a new script called Hanley Pro Italic that connects our headlines with the Expect Something More tag and creates a shorthand that makes them even more digestible.

Expect more
SAVINGS
FROM YOUR
AUTO
INSURANCE.

TYPOGRAPHY

Mission Gothic should be used as the primary font in headlines, with the Hanley Pro Italic font used to highlight a few key words only.

Do not use Hanley Pro Italic exclusively for a headline.

AAA EXPECT *something* MORE

**LET'S HELP HER
MAKE IT TO HER**
200th birthday.
Sustainable travel helps protect her home.

GALAPAGOS 8 nights from \$4,199*

DEPARTURES: JUL 4, 2023 | CELEBRITY EXPLORATION™

See the theory of evolution come to life on a world-class journey aboard the 16-passenger Celebrity Explorer™. Immerse yourself in centuries-old landscapes, hang out with 160-year-old giant tortoises, get up-close with free-diving marine iguanas, photograph animated blue-footed boobies and discover a host of exotic fauna found nowhere else on earth.

Ask your AAA Travel Advisor about other sustainable journeys.

AAA EXPECT *something* MORE

*Win seats so close,
YOU COULD PRACTICALLY
GRAB THE HORNS.*

*Win exclusive Gold Buckle seats in the
AAA RODEO FINALS SWEEPSTAKES.*

VISIT AAA.COM/NATIONALWESTERN OR CALL 855-222-7362.

Get a free quote for AAA insurance and you could win four Gold Buckle Seats at the National Western Stock Show Rodeo Finals, courtesy of AAA.

NATIONAL WESTERN

**SYNTHETIC,
coconut
OR BOTH?**

10% SAVING

20% SAVING

Save on a vacation at the same time you're saving on an oil change.
Book a trip at your AAA Car Care location.

Ask for details!

AAA EXPECT *something* MORE



TYPOGRAPHY - NUMBERS

Dollar amounts can be displayed in Hanley Pro Italic to add extra emphasis when space allows.

Mission Gothic may also be used in places such as body copy or other places where point size may be smaller.

AAA EXPECT *something* MORE

Patricia, you may be overpaying for auto insurance by \$575!*

Florida members who switch to auto insurance through AAA save **\$575** on average**. Members just like you are switching to get the savings they deserve.

For more than 100 years, AAA has been the one name drivers can trust—24/7/365. We built our reputation by passionately focusing on the two most basic needs of drivers:

- making the roads a safer place to travel
- delivering cost-effective, customized auto insurance

AAA puts the needs of drivers first. Helping you find the right auto insurance is our priority. That's the AAA difference.

Call us today and we'll do a **free rate review**. If you like your new rate, we can switch you over today and help you get a refund if you're eligible from your current carrier.

We have a unique set of discounts** in Florida. And members just like you save an average of \$575. Call us to see how much you could save!

Sincerely,
Diane Digrisina
Diane Digrisina

Start saving more WITH THE ROADSIDE EXPERTS

CALL
1-866-622-2388

CLICK
AAA.com/evsrbg

CONTACT
Diane Digrisina
952-975-8000

Expect more SAVINGS FROM YOUR AUTO INSURANCE

AAA MEMBERSHIP DISCOUNT
SAVE UP TO **9%**

MULTIPLE PRODUCT DISCOUNT
SAVE UP TO **12%**

NEW YOUNG DRIVER DISCOUNT
SAVE UP TO **16%**

MULTIPLE VEHICLE DISCOUNT
SAVE UP TO **23%**

PRIOR INSURANCE STATUS DISCOUNT
SAVE UP TO **43%**

Save even more with our AAAAdvise™ mobile tool—a fun, new way to help you become a safer driver!*

SWITCH AND SAVE AN AVERAGE OF
\$575

**TYPOGRAPHY
EXAMPLES**





TYPOGRAPHY EXAMPLES

* Dollar amount preferred in Hanley
Pro Italic

