Fonts & TYPOGRAPHY

PRIMARY FONTS

Mission Gothic Bold - Our primary font AaBbCcDdEeFf

* All caps when used for headlines

Hanley Pro Italic – AaBbCcDdEeFf

used selectively to highlight a word or short message

* Primary font for numbers

THE **HANLEY PRO ITALIC** IS AVAILABLE FOR PURCHASE AT
HTTPS://WWW.MYFONTS.COM/FONTS/DISTRICT-62-STUDIO/HANLEY-PRO/ITALIC/

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.
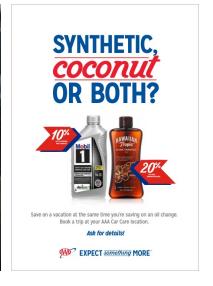
Expect more **SAVINGS FROM YOUR AUTO INSURANCE.**

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.

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.

**TYPOGRAPHY
EXAMPLES**

TYPOGRAPHY EXAMPLES

* Dollar amount preferred in Hanley Pro Italic