

GW Typography

Copy & Paste

The typography of Gebrüder Weiss is dominated by the Helvetica font in a defined application. With these guidelines, you will learn how to apply the typographic definitions in an easy way. Please use this template to ensure a strong and consistent typographic appearance of Gebrüder Weiss.

Detailed info

- **Correct punctuation**

Quotation marks in English: “ and ” (66 and 99, both on top). Single quotation marks (used within double quotation marks): ‘ and ’ (6 and 9, both on top).

Apostrophe: ’ (in form of a 9, on top)

Furthermore, please make sure to use hyphens and dashes in the right way: A hyphen (-) is a short line, used to divide words or to separate compound words and names, e.g. “service-oriented”. A dash (–) is longer and is used for expressing thoughts or adding extra information in a sentence, similar to how we use parenthesis, or a comma. It is also used to mean “up to and including”, e.g. “pages 0–17”.

- **Structure**

Each paragraph without a preceding blank line should be indented. After a blank line or at the beginning of a text, no indentation is necessary. An exception is the subtitle, which is always indented, even after a blank line.

In lists, please use bullet dots (•) and indent the following line.

- **Typeset**

Introductory text, headings, captions etc. are left-aligned; Continuous text is usually set justified.

The layout on the following page is meant to illustrate the applications.

Application example: Typeset and layout

Basis of typography

Lead text, left aligned: 20 years ago no one would have thought it possible that something like the World Wide Web would revolutionise professional and private life. Before 1440, nobody could have imagined that one day books would convey history throughout the world and it would not have been thought possible 55 years ago that the container would standardise globalisation. Ideas are the foundation of all further developments – both large and small.

Base font 1. paragraph, no indentation, justified; Tomorrow's ideas are made today. In the past, people who lived too far apart to talk to each other face to face, communicated by letter. It could take several days for a letter to reach its intended recipient even within the same country. Postcards sent from abroad to those at home often arrived after the return of the person who sent it.

2. Paragraph, indentation; If something was very urgent and it had to get there fast, the fax was available after its introduction to the commercial market in 1979. This "telegraphic copying machine" was invented in 1843 by a Scottish watchmaker.

Subheading Today, we have the Internet. It no longer takes several days for a message to reach a recipient. Communication can even take place simultaneously, meetings in chatrooms are virtual, but communication takes place in real-time. E-mail is an indispensable tool for business and private use – with new options being offered all the time. A Blackberry can be used to stay online and send e-mails as required. Telephone calls, short messages, photos and videos round off the options available – all on one unit.

"Vague, but interesting" These digital communication tools were inconceivable 20 years ago, because they simply did not exist. The ideas had to first evolve and be realised. In March 1989, when Tim Berners-Lee at CERN (European Organization for Nuclear Research, based in Switzerland) presented Mike Sendall, his boss at the time, a



Caption: Brainstorming in a team is a classic way of bringing creativity to the fore.

paper he had written on "Information management" in an application for implementation, he could never imagine that his idea would change the world. Sendall found the idea of the World Wide Web "vague", but interesting and gave Berners-Lee the green light for its implementation. A year later, in December, the web was established between a pair of computers at CERN.

The World Wide Web was born. Sendall found the idea of the World Wide Web "vague", but interesting and gave Berners-Lee the green light for its implementation. A year later, in December, the web was established between a pair of computers at CERN. The World Wide Web was born.

“

Problems can never be resolved with the same way of thinking that created them.

Albert Einstein

Interview

What importance does the concept "Learning Organisation" have in practice?

The challenges in personnel development have changed considerably in recent months. Whereas the main focus in recent months was on issues such as employer branding, values and culture as well as recruiting, we are now concentrating on operative business performance".

What external influences need to be taken into account?

Globalisation calls for extended functions. Learning is becoming more important 'linguistically and geographically.' Market trends and company acquisitions (technical and special knowledge) call for high demands on smooth integration.

Inventive genius Even the fictitious Duckburg had an inventor. Dipl.-Ing. Gyro Gearloose appeared for the first time in the domain of Donald Duck in 1952 and since then has been inventing "useful" things like:

- example of a list
- bread spreading machine
- portable hole

Copy & Paste – Style templates

**Large headline
orange**

HelveticaNeueLT Pro 73 Bold Extended Oblique
Font size 24 pt, -10 units (qxd) undercut,
8 mm line spacing,
colour: Pantone Orange 021 C

**Surtitle/subtitle and
introductory text**

HelveticaNeueLT Pro 73 Bold Extended Oblique
Font size 13 pt, 5 units (qxd) leading,
6 mm line spacing, left-aligned,
colour: GW-blue (C 100%, M 50%, K 50%)

Lead text

HelveticaNeueLT Pro 75 Bold
Font size 8 pt, 6 units (qxd) leading,
4 mm line spacing, left-aligned,
colour: GW-blue (C 100%, M 50%, K 50%)

Base font

HelveticaNeueLT Pro 55 Roman
Font size 8 pt, 8 units (qxd) leading, 4 mm line
spacing, justified text, 4 mm indentation from the
second paragraph, colour: Black

Subheading

HelveticaNeueLT Pro 73 Bold Extended Oblique
Font size 8 pt, -5 units (qxd) undercut,
4 mm line spacing, 4 mm indentation,
colour: Pantone Orange 021 C

Caption

HelveticaNeueLT Pro 75 Bold
Font size 6.5 pt, 10 units (qxd) leading, 9 pt line
spacing, left-aligned,
colour: Black

**Headline small
orange**

HelveticaNeueLT Pro 73 Bold Extended Oblique
Font size 18 pt, 0 units (qxd) leading,
6 mm line spacing,
colour: Pantone Orange 021 C

Quote

HelveticaNeueLT Pro 73 Bold Extended Oblique
Font size 12 pt, -10 units (qxd) undercut,
8 mm line spacing, left-aligned,
colour: Pantone Orange 021 C

Quote author reference

HelveticaNeueLT Pro 55 Roman
Font size 6.5 pt, 8 units (qxd) leading,
9 pt line spacing,
colour: Black

Orange line as an additional graphical
element

2 mm line
Colour: Pantone Orange 021 C