A typeface gives a voice to words. The typefaces displayed in this section ensure we always speak in a consistent voice.
There are two types of fonts used for University typography—
(1) promotional typefaces: Rotis Serif and TheSans
(2) corporate typefaces: Helvetica and Arial.

Rotis Serif is the official display, or heading, typeface.

It is to be used for typesetting of major headlines in all promotional literature. This includes printed brochures, course guides, banners and signage, and advertising.

Only three weights of Rotis Serif are to be used—
55 Regular
56 Regular Italic
65 Bold.

Note that Rotis Serif does not have a Bold Italic version.

For headlines/display the designer will be expected to use Rotis Serif 65 Bold and to “kern” the letterspacing as appropriate for all versions of Rotis Serif.

Examples of use are demonstrated throughout this guide.

Please note, to ensure access for all readers and compliance with relevant standards, please check colours and font sizes with a Disability Advisor (email disability@flinders.edu.au, or phone 8201 2118).
There are two types of fonts used for University typography –
(1) promotional typefaces:
  Rotis Serif and TheSans
(2) corporate typefaces:
  Helvetica and Arial.

TheSans is the official text typeface, and is to be used for typesetting of text and body copy in all promotional literature. This includes printed brochures, course guides, banners and signage, and advertising.

Only six weights of TheSans are to be used—
  B4 SemiLight
  B4 SemiLight Italic
  B6 SemiBold
  B6 SemiBold Italic
  B8 ExtraBold
  B8 ExtraBold Italic.

When using TheSans, the designer will be expected to “kern” the letterspacing as appropriate.

Examples of use are demonstrated throughout this guide.

Please note, to ensure access for all readers and compliance with relevant standards, please check colours and font sizes with a Disability Advisor (email disability@flinders.edu.au, or phone 8201 2118).
There are two corporate typefaces to be used by Flinders University staff—Arial or Helvetica.

Arial or Helvetica are to be used on all corporate correspondence. This includes letters, reports, powerpoints, and websites.

Choice of typeface must be consistent. No item should use both Arial and Helvetica.

Only four weights of Arial are to be used—Regular, Italic, Bold and Bold Italic.

University templates use Arial for PC computers and Helvetica for MAC computers.

This page demonstrates Arial typeface.

Arial Regular 18pt

Arial Italic 18pt

Arial Bold 18pt

Arial Bold Italic 18pt
This page demonstrates Helvetica typeface.

Only four weights of Helvetica are to be used—Regular, Italic, Bold and Bold Italic.

University templates use Arial for PC computers and Helvetica for MAC computers.
Figure 1: September Info Sessions campaign – an example of branding application

Figure 2: Mitcham Community News, Foundation Course campaign, February 2011 – an example of branding application