

TYPOGRAPHY

A consistent typographic style will establish a strong voice for Building Bridges. The fonts identified in these guidelines are the only typefaces allowed within the Building Bridges visual identity and messaging.

The **primary typeface** is **Montserrat**. It can be used in: Semibold, Regular and Light.

The **secondary typeface** is **Abel Pro**. It can be used in: Bold and Regular. It should be used for short text elements such as speaker titles, calls to action, dates and similar details.

Primary Typeface

Aa

Semibold
Regular
Light

Montserrat – Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$ %">~&*()?

Montserrat – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$ %">~&*()?

Montserrat – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$ %">~&*()?

Secondary Typeface

Aa

Bold
Regular

Abel Pro – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$ %">~&*()?

Abel Pro – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$ %">~&*()?

TYPOGRAPHY

HIERARCHY

This example represents the use of primary and secondary fonts.

Montserrat
(Tracking: -10)
(Leading: 6pts bigger than the font size)

Montserrat is the primary typeface used across the Building Bridges brand. Chosen for its modern, clean, and versatile design, Montserrat reflects the brand’s forward-thinking and inclusive values.

As the Master Font, Montserrat should be used consistently across all branded materials, including marketing content, publications, digital platforms, and event signage.

Headings, subheadings, and body text should follow a defined typographic hierarchy using Montserrat to ensure clarity and visual harmony throughout all communications.

Abel Pro
(Tracking: -0)
(Leading: 6pts bigger than the font size)

Abel Pro is used as a secondary typeface within the BuildingBridgesbrand,primarilyfordetailedbodycopy. Its narrow, clean letterforms offer excellent readability at smaller sizes, making it ideal for supplementary information such as captions, footnotes, and detailed descriptions.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, diam nonummy nibh

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Ut enim ad minima veniam, quis nostrum exercitationem.

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.”

Headline
Montserrat
SemiBold

Secondary headline
Montserrat
Regular

Body copy
Montserrat
Light

Detail copy
Abel Pro
Regular

Quote
Montserrat
SemiBold