



Gotham / Black

This weight will be used for **LINCOLN**

ABC 123

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Gotham / Bold

This weight is recommended mostly for titles

ABC 123

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

BRAND TYPOGRAPHY

The typography of the Visit Lincoln brand system consists of Gotham/Black typeface. Used only in Caps, this font can also be used for labels and headings. The secondary fonts are Gotham/Bold, Medium, Book and Thin. These can be used as titles, headings and information copy.

If Gotham is not available, please utilize Helvetica Bold for Headlines and Helvetica Light or Regular for labels and information copy.

Calibri can be used for information copy only.

For web applications, Metropolis (best overall) and Figtree (best on Google Fonts) can be used.

Gotham / Medium

This weight can be used for titling and some body copy

ABC 123

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Gotham / Book

This is a common weight and most recommended for body copy

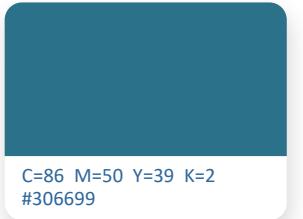
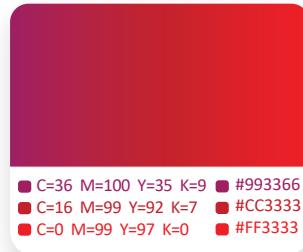
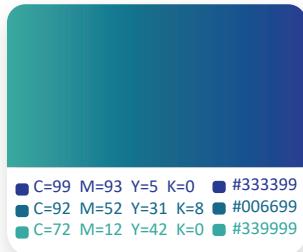
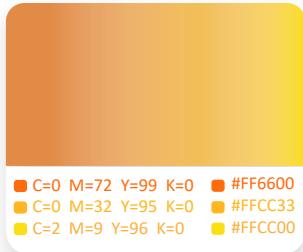
ABC 123

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Blacksword Font

The word "Visit" uses Blacksword font. It is a script, calligraphy font. This font is identified here, but is only ever represented within the logo and cannot be separated, moved or used as a secondary font.





4-COLOR/GRADIENT



4-COLOR/SOLID



1-COLOR/BLK



40% GREY



GRADIENT/REVERSE



1-COLOR/REVERSE





1128 Lincoln Mall, Suite 100, Lincoln, NE 68508 | P.O. Box 83737, Lincoln, NE 68501



402-434-5335 | 800-423-8212



lincoln.org