Visit LINCOLN
BRAND GUIDELINES
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.