

Typography

Introduction

Logos

Colours

Typography

– Primary typeface

– Secondary typeface

The Primary Turkish Airlines EuroLeague typeface is Co Text. This should be used for all print and online communications whenever possible.

Headline typeface

Co Text Bold should be used for all headings, sub-headings and short paragraphs of text. Co Text Bold should be used in sentence case and left aligned.

Body copy typefaces

These typefaces are used when larger amounts of text are written, in two weights: Light and regular (depending on the output). Body copy should always be left aligned.

These typefaces can be purchased from:

<https://www.daltonmaag.com/library/co>

Primary typeface – Co Text

Headline typeface – Co Text Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@E\$%^&*(){};:.,?

Body copy typefaces

Co Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@E\$%^&*(){};:.,?

Est renihicitae debitaes desequis molenda ex et ma porepedit aute ab inus earum ra cone exerfera sequature nimagnam, et faccullabo. Neque plisinc tempore puditem que exeratquae conem faceate vollo tem es dit, odiorrorent reptatus ex et exerovit voluptium ut fugitas alis nonsecabor aspriet arum rerferumque

Co Text Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@E\$%^&*(){};:.,?

Est renihicitae debitaes desequis molenda ex et ma porepedit aute ab inus earum ra cone exerfera sequature nimagnam, et faccullabo. Neque plisinc tempore puditem que exeratquae conem faceate vollo tem es dit, odiorrorent reptatus ex et exerovit voluptium ut fugitas alis nonsecabor aspriet arum rerferumque