

Akzidenz Grotesk Standard

Licensing usage rights and limitations for specific weights of the font at ASU

Primary, secondary and limited use weights for most ASU communicators

♥ Primary use in ASU brand expression ✓ Secondary use in ASU brand expression, after primary has been used ! Limited use for clarity as noted ✗ No use in ASU materials

Font Weight Name		Print and digital publishing, including viewable and editable PDFs	Logo development (managed by the Hub)	Digital web banner advertising (JPG, PNG, GIF formats)	Notes on using each weight in the ASU brand
Akzidenz Grotesk Std Bold	♥ a	♥ 1. Primary use	♥ 1. Primary use	♥ 1. Primary use	♥ Primary font to use – recommended for all titles, headlines and other large type uses.
Akzidenz Grotesk Std Regular	✓ a	✓ 2. Secondary use	✓ 2. Secondary use	✓ 2. Secondary use	✓ Recommended for use in body text.
Akzidenz Grotesk Std Light	✓ a	✓ 2. Secondary use	✓ 2. Secondary use	✓ 2. Secondary use	✓ May be used in body text and small sizes.
Akzidenz Grotesk Std Medium	✓ a	✓ 2. Secondary use	✓ 2. Secondary use	✓ 2. Secondary use	✓ Recommended for use where variation is needed in smaller supporting text.
<i>Akzidenz Grotesk Std (Regular) Italic</i>	! a	! 3. Limited use	✗ Licensed, but retired use	! 3. Limited use	! Recommended for use only in limited scenarios as needed in paragraphs of text to note titles of works or other text where the italic is used to add meaning or aid understanding. Not intended for use in headlines or large type.
<i>Akzidenz Grotesk Std Medium Italic</i>	! a	! 3. Limited use	✗ Licensed, but retired use	! 3. Limited use	! Recommended for use only in limited scenarios as needed in paragraphs of text to note titles of works or other text where the italic is used to add meaning or aid understanding. Not intended for use in headlines or large type.
Akzidenz Grotesk Std Condensed	! a	! 3. Limited use	! 3. Limited use	✗ Not licensed	! Recommended for use only in limited scenarios where space and clarity necessitate use, as in the labelling of numbers in infographics and charts. Not intended for use in headlines or large type.



For the latest guidelines about font use, please consult the ASU brand guide at brandguide.asu.edu/Elements-of-the-brand/Fonts. The brand guide includes links for ASU communicators to apply for a license to the font and a link for ASU third-party creative vendors to buy a license at a discounted rate.

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Weights not permitted in any new materials

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Akzidenz Grotesk Std Regular condensed	✗ a	✗ Not licensed	✗ Not licensed	✗ Not licensed	✗ Not permitted in the brand.
Akzidenz Grotesk Std Regular extended	✗ a	✗ Not licensed	✗ Not licensed	✗ Not licensed	✗ Not permitted in the brand.
Akzidenz Grotesk Std Bold extended	✗ a	✗ Not licensed	✗ Not licensed	✗ Not licensed	✗ Not permitted in the brand.
Akzidenz Grotesk Std Super	✗ a	✗ Licensed, but retired use	✗ Licensed, but retired use	✗ Not licensed	✗ Not permitted in the brand.



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Broadcast television, video and electronic display

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Font Weight Name		Broadcast television commercials	Video and electronic display <small>* Includes display graphics for use in any electronic display medium, including in sports, news or message displays, or video advertising.</small>	Notes on using each weight in the ASU brand
Akzidenz Grotesk Std Bold	♥ a	♥ 1. Primary use	♥ 1. Primary use	♥ Primary font to use – recommended for all titles, headlines and other large type uses.
Akzidenz Grotesk Std Regular condensed	! a	! 3. Limited use	! 3. Limited use	! Recommended for use only in limited scenarios where small-scale notifications are required.
Akzidenz Grotesk Std Light	✗ a	✗ Not licensed	✗ Not licensed	✗ Not licensed for this use.
Akzidenz Grotesk Std Regular	✗ a	✗ Not licensed Arial Regular is recommended.	✗ Not licensed Arial Regular is recommended.	✗ Not licensed for this use. Arial Regular is recommended as a solution. It is a core part of ASU brand expression.
<i>Akzidenz Grotesk Std (Regular) Italic</i>	✗ a	✗ Not licensed	✗ Not licensed	✗ Not licensed for this use.
Akzidenz Grotesk Std Medium	✗ a	✗ Not licensed	✗ Not licensed	✗ Not licensed for this use.
<i>Akzidenz Grotesk Std Medium Italic</i>	✗ a	✗ Not licensed	✗ Not licensed	✗ Not licensed for this use.
Akzidenz Grotesk Std Condensed	✗ a	✗ Not licensed	✗ Not licensed	✗ Not licensed for this use.
Akzidenz Grotesk Std Regular extended	✗ a	✗ Licensed, but retired use	✗ Licensed, but retired use	✗ Not permitted in the brand.
Akzidenz Grotesk Std Bold extended	✗ a	✗ Licensed, but retired use	✗ Licensed, but retired use	✗ Not permitted in the brand.
Akzidenz Grotesk Std Super	✗ a	✗ Not licensed	✗ Not licensed	✗ Not permitted in the brand.
Akzidenz Grotesk Std Extended	✗ a	✗ Not licensed	✗ Not licensed	✗ Not permitted in the brand. Only use currently is legacy in Sun Devil Athletics sport lockups.



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Retail sale apparel and goods

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Font Weight Name		Retail sale apparel and goods Items made by ASU units for giveaway items and use may use the font per the licensing outlined on page 1. Items may not be put up for sale.	Notes on using each weight in the ASU brand
Akzidenz Grotesk Std Bold	✗ a	✗ Not licensed Official ASU logos are covered in retail under the logo use license.	✗ Not licensed for this use.
Akzidenz Grotesk Std Regular condensed	✗ a	✗ Not licensed	✗ Not licensed for this use.
Akzidenz Grotesk Std Light	✗ a	✗ Not licensed	✗ Not licensed for this use.
Akzidenz Grotesk Std Regular	✗ a	✗ Not licensed	✗ Not licensed for this use.
<i>Akzidenz Grotesk Std (Regular) Italic</i>	✗ a	✗ Not licensed	✗ Not licensed for this use.
Akzidenz Grotesk Std Medium	✗ a	✗ Not licensed	✗ Not licensed for this use.
<i>Akzidenz Grotesk Std Medium Italic</i>	✗ a	✗ Not licensed	✗ Not licensed for this use.
Akzidenz Grotesk Std Condensed	✗ a	✗ Not licensed	✗ Not licensed for this use.
Akzidenz Grotesk Std Regular extended	✗ a	✗ Not licensed	✗ Not licensed for this use.
Akzidenz Grotesk Std Bold extended	✗ a	✗ Not licensed	✗ Not licensed for this use.
Akzidenz Grotesk Std Super	✗ a	✗ Not licensed	✗ Not licensed for this use.
Akzidenz Grotesk Std Extended	✗ a	✗ Not licensed	✗ Not licensed for this use.



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