

Typography Summary

Typeface

Poppins

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is a geometric sans-serif with a fairly high x-height and is one of the new comers to this long tradition.

Poppins Text Bold

Poppins Text SemiBold

Poppins Text Medium

Poppins Text Regular

Poppins Text Light

Pairings

It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications. Medium weight should be paired with Light weight, and Bold weight should be paired with Regular weight.

I Option 1

Medium

Header

Light

Subhead

I Option 2

Bold

Header

Regular

Subhead

I Option 3

SEMI-BOLD

Mini-Header

Bold

Header

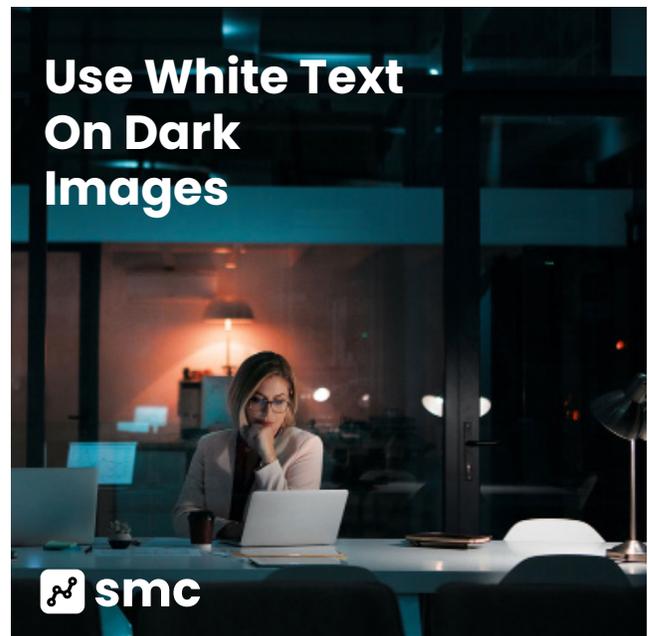
Images

- | Typography should either be black on light imagery or white on dark imagery. When aligned with the logo, typography and logo should be the same color.

Light Image



Dark Image



Typography Guidance

X Do not use colored typography (black or white only).

Red

Brown

Yellow

Orange

Green

Purple

X Do not Capitalize headers or callouts. Only Capitalize mini-headers.

DON'T SHOUT!

X Do not make different levels of hierarchy the same weight.

Bold

Bold

Bold bold bold bold bold

bold bold bold bold bold

bold bold bold bold.

Typography Guidance

X Do not adjust kerning or tracking.

Unclear
not legible

X Do not make any level of hierarchy the same size or scale as another.

This is the headline

This is the sub-head

This is body copy that
is the same size as the
header and sub-head.

X Do not separate chunks of text.

This is the headline

This is the sub-head

This is body copy that is not aligned
to the headline or the sub-head, is
inconsistent to each other and poorly
designed.

Hierarchy

| It is important to organize typography in a hierarchical system according to relative importance or inclusiveness through scale and function depending on communication.

Hi I'm here

This is what we do.



Awareness



Learn More

Take Action →

Consideration

Download



Action

Hierarchy

**This headline is two
lines and set in bold**

This subhead is 1/2 the point size of the
headline and set in regular



Headline

Poppins Bold
0 Tracking

Sub-head

1/2 headline point size
Poppins Regular
0 Tracking

Hierarchy

**This headline is
three lines and
set in bold**

This subhead is 1/2 the point size
of the headline and set in regular

This body is 1/2 the point size of the sub-head. The rest is dummy text: lorem ipsum consectetur adipiscing elit. Donec sit amet aliquet tellus. In id quam vehicula, blandit turpis in, egestas nisi. Nulla facilisi. Curabitur vitae mollis neque. Ut vestibulum quis est id auctor. Cras euismod congue faucibus. Curabitur eget diam tristique ipsum venenatis congue sed ac justo. Proin condimentum lectus metus, sollicitudin venenatis tellus finibus nec.

Vestibulum sed risus sed nibh sagittis mattis sit amet ac ex. Sed sodales ligula in ullamcorper faucibus.

Headline

Sub-head

Body

Poppins Bold
0 Tracking

1/2 headline point size
Poppins Regular
0 Tracking

1/2 sub-head point size
Poppins Medium
0 Tracking

Hierarchy

THIS MINI HEADLINE IS 1/3 THE SIZE OF THE HEADLINE

**This headline is two
lines and set in bold**

This subhead is 1/2 the point size of the
headline and set in regular



Mini-Headline **Headline**

Poppins Semi-Bold
Capitalize
80 Tracking

Poppins Bold
0 Tracking

Sub-head

1/2 headline point size
Poppins Regular
0 Tracking

Summary

01.

**Our Typeface Is Crucial To
Our Brand Expression.**

02.

**Use Only Our Typeface To
Reinforce Brand Awareness At
The Heart Of Brand Expression:
The Public.**

03.

**Aim For Contrast Across
Type Hierarchies.**