

Brand Typography Standards

This document outlines the official typography standards for marketing materials to ensure a consistent brand identity across communications.

Primary Typefaces

Headings (Montserrat Bold):

Sample Heading: The Quick Brown Fox Jumps Over The Lazy Dog

Use for all headings and titles. Example: H1, H2, H3.

Body Text (Open Sans Regular):

Sample body: The quick brown fox jumps over the lazy dog. 1234567890

Use for general content, paragraphs, and longer descriptions.

Usage Guidelines

- Use Montserrat Bold for all titles, headings, and major section headers.
- Use Open Sans Regular for body copy, subheadings, captions, lists, and footnotes.
- Avoid mixing other fonts in official marketing materials.
- Maintain consistent font sizes and weights across similar elements.

Hierarchy & Sizing

- **H1:** 2.5rem, Bold
- **H2:** 1.5rem, Bold
- **H3:** 1.1rem, Bold
- **Body:** 1rem, Regular
- **Captions:** 0.85rem, Regular

Spacing & Line Height

- Headings: margin-bottom 10px, padding-top 18px
- Paragraphs and lists: line-height 1.7
- Ensure adequate whitespace between blocks for clarity