

# BRAND COLOR PALETTE

















## **TYPOGRAPHY**



### Primary Typeface

Mostly used for:

**Titles, Headings, Taglines** 



#### Clash Display Variable

Light, 96 H1 Headline

Bold, H2 Headline

H3 Headline

**H4** Headline

Semi-bold, 34



### Secondary Typeface

Mostly used for:

**Content Text, Icons** 



# **General Sans Variable**

Regular, 16-20

Regular, I

Medium, 12-14

Regular

Semi-bold 8-12 Body 1

Body 2

**Button** 

Caption

**OVERLINE**