

Typography

The main font we use is called Artifakt Element and has defined styles for headers and text bodies.

Header styles

Primary header

Bold | 12 px | Color #3C3C3C

Lorem ipsum dolor sit amet, con sectetur adipiscing elit.

Secondary header

Semi bold | 11 px | Color #3C3C3C

Lorem ipsum dolor sit amet, con sectetur adipiscing elit.

Body styles

Body text

Regular | 11 px | 18 px linespacing
Color #3C3C3C

Lorem ipsum dolor sit amet, con sectetur adipiscing elit. Suspendisse metus, condimentum eget quam at.

Caption

Regular | 11 px | 18 px linespacing
Color #3C3C3C 70%

Lorem ipsum dolor sit amet, con sectetur adipiscing elit. Suspendisse metus, condimentum eget quam at.


[ww.autodesk.com](#)

Regular | 11 px | Color #006EAF

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Regular underlined | 11 px | Color #006EAF

Do’s and dont’s




Welcome to Autodesk

Don’t use text in any other color than black and white.




WELCOME TO AUTODESK

Do not shout. Don’t use all caps.




Welcome to Autodesk 😊

Don’t use emojis in any costumer facing communication.




Welcome to Auotodesk

Don’t adjust letter or line spacing.



Caption: Lorem ipsum dolor sit amet, con sectetur adipiscing elit.

Don’t place text close to the gutter/border/ graphics/edge of the page. Pay attention to to default spacing.



Caption: Lorem ipsum dolor sit amet, con sectetur adipiscing elit.

Don’t use underlined text (see styles for links).
Don’t use italic.