

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

Lore ipsum dolor sit amet, con sectetur adipiscing elit.

Secondary header

Semi bold | 11 px | Color #3C3C3C

Lore ipsum dolor sit amet, con sectetur adipiscing elit.

Body styles

Body text

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

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

Caption

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

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

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Regular | 11 px | Color #006EAF

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Regular underlined | 11 px | Color #006EAF

Do's and dont's



Welcome to Autodesk



WELCOME TO AUTODESK



Welcome to Autodesk 😊

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

Do not shout. Don't use all caps.

Don't use emojis in any costumer facing communication.



Welcome to Auotodesk



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



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

Don't adjust letter or line spacing.

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

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

Don't use italic.