

# TYPOGRAPHY

## TYPEFACES

### Passion One

Kvetching, flummoxed by job, W. zaps Iraq.

### Fira Sans

Kvetching, flummoxed by job, W. zaps Iraq.

**USE PASSION ONE FOR HEADINGS and most purposes in general; it is our primary font.**

Use Fira Sans for smaller text in longer paragraphs, when readability is an issue, or if your design merits a lighter-weight font - to portray a less aggressive, more somber, mood.

## FONT SIZES

Use these font sizes, and others that are nicely divisible by 12 for Passion One, and 10 for Fira Sans.

12px 18px 24px 36px  
10px 15px 20px 30px

Passion One has unusually small characters.  
As a general rule, the numerical font size of Passion One text should be 120% that of Fira Sans text to appear similar in size.

## CASES

### USE ALL-CAPS IN HEADINGS

### AND CALL-TO-ACTION BUTTONS

or to otherwise EMPHASIZE words or phrases.

#### Title Case

may be used for headings if all-caps is unsuitable;

#### Or, on occasion, sentence case

for headings that can be taken as either sentences or sentence fragments, e.g. "The most important issue of our time". Use this sparingly, as the lack of ending punctuation can be jarring.

## LINE HEIGHT

### PASSION ONE

**HEADINGS:  
75% (0.75)**

**BODY TEXT: 100% (1.0)**

**These numbers are unusually small, to compensate for Passion One's unusually small character heights.**

### FIRA SANS

**HEADINGS:  
90% (0.9)**

**BODY TEXT: 100% (1.0)**

These numbers are 120% of those for Passion One, to compensate for the 120% difference in font sizes.