

Foundation
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Definition

Our typography scale is designed to be both flexible and modular, accommodating a wide range of scenarios.

Below, you'll find the foundational principles that guided the creation of our type system, along with examples demonstrating its versatile usage.

This approach ensures that our typography not only maintains visual harmony across different media but also enhances readability and user experience.

Font family

Inter features a tall x-height to aid in readability of mixed-case and lower-case text for exceptional readability at small sizes.

Inter

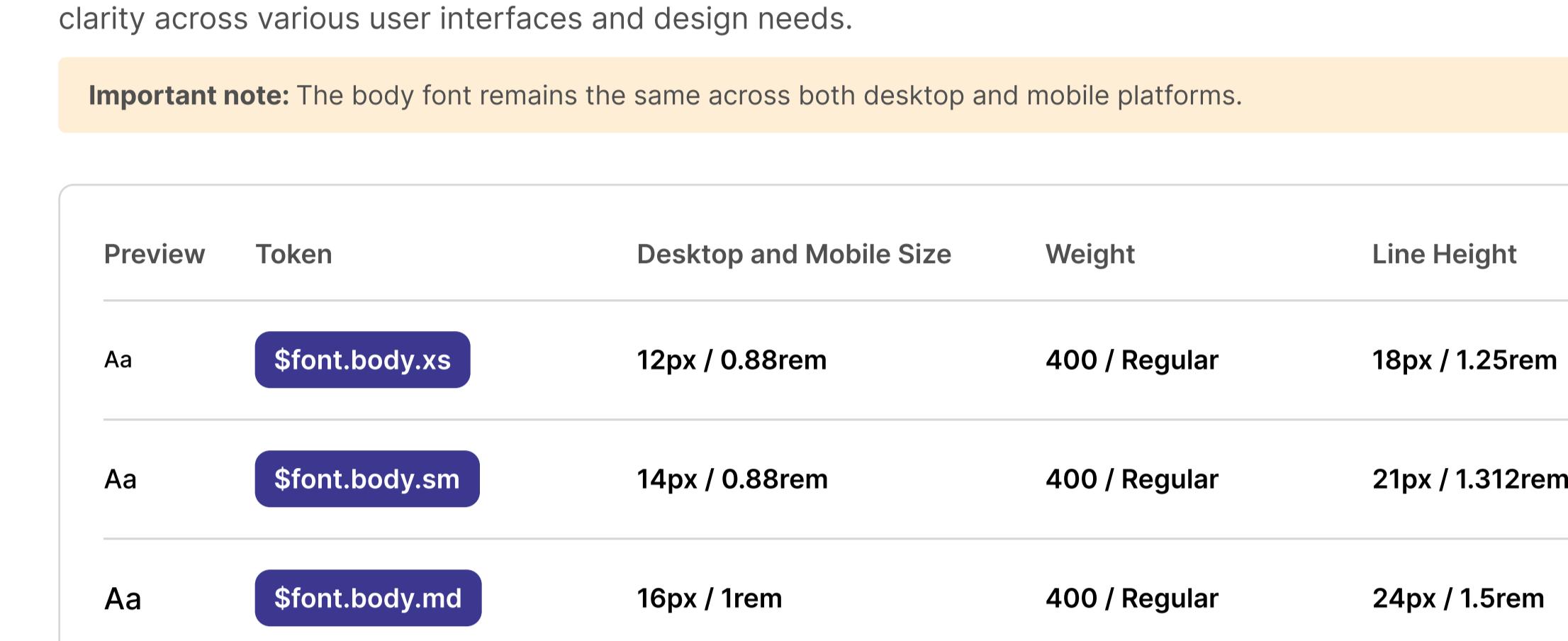
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!@#\$%^&*

- Inter supports 877 languages.
- 9 font weights.

Thin (100), Extra light (200), Light (300), Regular (400), Medium (500), Semi bold (600), Bold (700), Extra bold (800), Black (900).

Token structure

Each token is structured as follows: it consists of the font type, the device type (either desktop or mobile), and the font size.

**Font stack**

For our font stack we use sans typefaces: "Inter" web font as default and system native fonts as fallback options. This ensures good readability across different operative systems and platforms.

Token name	Value	Usage
\$font.family.inter	'Inter', -apple-system, BlinkMacSystemFont, 'San Francisco', 'Segoe UI', Roboto, 'Helvetica Neue', sans-serif	Use for standard copy
\$font.family.monospace	ui-monospace, SFMono-Regular, 'SF Mono', Consolas, 'Liberation Mono', Menlo, monospace	Use for code snippets

Type scale

- Font sizes and types vary between desktop and mobile platforms.
- We categorise fonts into three types—body, headline, and display—for both desktop and mobile to ensure optimal readability and design consistency across devices.
- Apply typography using variable fonts, which offer more control.

Body

The body text uses a **2px increment** to allow for precise adjustment of text hierarchy and clarity across various user interfaces and design needs.

Important note: The body font remains the same across both desktop and mobile platforms.

Preview	Token	Desktop and Mobile Size	Weight	Line Height
Aa	\$font.body_xs	12px / 0.8rem	400 / Regular	18px / 1.25rem
Aa	\$font.body_sm	14px / 0.88rem	400 / Regular	21px / 1.312rem
Aa	\$font.body_md	16px / 1rem	400 / Regular	24px / 1.5rem
Aa	\$font.body_lg	18px / 1.13rem	400 / Regular	25px / 1.562rem

Headings

Headlines utilize a **4px increment** to create a distinct visual hierarchy, enhancing the prominence of titles and headings progressively, which is essential for guiding the reader's attention across different sections of content.

Preview	Token Desktop	Desktop Size	Weight	Line Height
Aa	\$font.heading_xs	16px / 1rem	600 / Semi Bold	12px / 0.75rem
Aa	\$font.heading_sm	20px / 1.25rem	600 / Semi Bold	28px / 1.75rem
Aa	\$font.heading_md	24px / 1.5rem	400 / Regular	34px / 2.125rem
Aa	\$font.heading_lg	28px / 1.75rem	400 / Regular	39px / 2.437rem
Aa	\$font.heading_xl	32px / 2rem	400 / Regular	45px / 2.812rem

Display

Displays utilize a **8px increment** to create a distinct visual hierarchy, enhancing the prominence of titles and headings progressively, which is essential for guiding the reader's attention across different sections of content.

Important note: The display font remains the same across both desktop and mobile platforms.

Preview	Token Desktop	Desktop and Mobile Size	Weight	Line Height
Aa	\$font.display_sm	40px / 2.5rem	600 / Semi Bold	48px / 3rem
Aa	\$font.display_md	48px / 3rem	600 / Semi Bold	54px / 3.375rem
Aa	\$font.display_lg	56px / 3.5rem	600 / Semi Bold	64px / 4rem
Aa	\$font.display_xl	64px / 3.75rem	600 / Semi Bold	72px / 4.5rem

Typographic Hierarchy

Clear typographic hierarchy is crucial for establishing contrast between elements and organising content for easy scanning. As the complexity of a page increases, additional text sizes may be needed. See example below of a page layout with multiple sections and elements.

Heading LG	Use for page titles and main sections	Main headline
Aa	\$font.heading_xs	Body large. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vel interdum diam. Duis porta eros faucibus, luctus lectus non, convallis lorem.
Aa	\$font.heading_sm	Body medium. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vel interdum diam. Duis porta eros faucibus, luctus lectus non, convallis lorem. Morbi ante dolor.
Aa	\$font.heading_md	Body small. Use for standard body content
Aa	\$font.heading_lg	Body medium. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vel interdum diam. Duis porta eros faucibus, luctus lectus non, convallis lorem. Morbi ante dolor.
Aa	\$font.heading_xl	Body extra small. Use for sub headers and sub sections
Aa	\$font.heading_xs	Card header
Aa	\$font.heading_sm	Body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vel interdum diam. Duis porta eros faucibus, luctus lectus non, convallis lorem.
Aa	\$font.heading_md	Tag

Font alignments

Text alignments help group content into relevant sections. Keep in mind the LTR western reading standard and the starting point across multiple rows for reading speed optimisation.

Token name	Preview	Usage
\$font.align.left	Text	Standard alignment for faster reading on the UI
\$font.align.centre	Text	Use sparingly for esthetic purposes
\$font.align.right	Text	Use mainly for numeric values with decimals and last column on tables

Tabular numbers

When the content within tables is numbers we use the numeric font-variant (**tabular-nums**) of our font Inter. This converts each figure to monospace or fixed-width and it's particularly important to align decimals or seconds allowing for easier readability and comparison between rows.

\$font.tabular

Font weight

Font weight styling variations are used for calling attention and dividing content into relevant areas. Be mindful of visual hierarchy, context and accessibility when highlighting content.

Token name	Preview	Value	Usage
\$font.weight.regular	Text	400	TBC
\$font.weight.medium	Text	500	Use for standard body copy
\$font.weight.semibold	Text	600	Use for labels, buttons, table headers and body emphasis
\$font.weight.bold	Text	700	TBC

Font letter spacing

Letter spacing can be adjusted according to different needs depending on the scale of the font for increased contrast and hierarchy.

Token name	Preview	Value	Usage
\$font.letter.spacing.regular	Text	0px / 0rem	Use for standard body copy
\$font.letter.spacing.dense	Text	-0.2px / -0.013rem	TBC
\$font.letter.spacing.denser	Text	-0.3px / -0.019rem	KPI box values

Accessibility

To comply with WCAG 2.0 AA standards you need to make sure that:

- The standard colour for content is #3C3C3C
- There's a minimum of 4.5:1 contrast ratio between foreground and background for sizes below 24px
- A minimum of 14px is used for body content
- The optimal line length is between 45 and 75 characters. Exceeding this amount, the difficulty to keep reading on the same line increases.

