The Maintain typefaces are:

Sora

Google Fonts: <https://fonts.google.com/specimen/Sora>

Github: <https://github.com/sora-xor/sora-font>

Crimson Pro

Google Fonts: <https://fonts.google.com/specimen/Crimson+Pro>

Github: <https://github.com/Fonthausen/CrimsonPro>

Crimson Pro has a smaller x-height than Sora, so needs to be set at a larger size if the two are used interchangeably. It’s not an exact ratio (or rather, to set an exact ratio would complicate things too far), but here they’re pretty well matched with Sora at 11pt and Crimson at 14pt. This can also cause problems with line spacing, but that’s accounted for in the Google Slides documents that I’ve sent.

These fonts might not work straight out of the box with Google Docs. (Hopefully they do!) If they don’t, you can use the [Extensis Fonts](https://gsuite.google.com/marketplace/app/extensis_fonts/568288816452) add-on, where they’ll both be available.

These typefaces come with a lot of options: not only are they variable, but there are lots of discrete weight to choose from. I’ve mostly used Extra Light, Regular, and Extra Bold – but this text is in Sora SemiBold, because that’s seemed right for this situation. The typefaces are highly compatible in any combination, and I’m happy to advise on specific cases.

The Maintain colours are:

|  |  |  |
| --- | --- | --- |
| #115522 | #eeaadd | #ff66cc |
| #000000 | #ffffff |  |

Style-wise, these work in any combination. However, for accessibility reasons, the light pink/white and green/black should be avoided as text/background combinations.

The Maintain logo is:



The border in the logo file gives it enough space to breathe, but it’s comfortable in tight spaces if needs be. The contrast rules apply for the logo, although it’s less important than for body text and headlines.

The templates are:

Ready to go. The pictures can be changed with Replace Image (on the top toolbar), and the text is set up for most applications. As above, though, if things start to go weird (and it was weird enough transposing everything from Illustrator into Slides, so that’s very possible), I’m happy to help.

Once you’ve made a slide, download it from File > Download > PNG image (.png, current slide).

The implementation is:

Only going to be figured out in the doing! I’m sure it won’t be a moment before a new template or combination is needed. While this identity all looks road-worthy to me rolling out of the factory, it’ll need a good few miles of test driving to tune up perfectly.

Alex Christian 15/10/2020