

News Marketplace - Typography Guide

Font Selection Rationale

Primary Font: Inter

Usage: Headings, UI elements, navigation **Characteristics:**

- Excellent readability at all sizes
- Modern, professional appearance
- Optimized for digital interfaces
- Wide language support
- Variable font technology support

Secondary Font: Open Sans

Usage: Body text, paragraphs, descriptions **Characteristics:**

- Highly legible for extended reading
- Neutral, friendly appearance
- Excellent web performance
- Comprehensive character set
- Proven accessibility standards

Monospace Font: Fira Code

Usage: Code snippets, technical content **Characteristics:**

- Programming ligatures support
- Clear character distinction
- Optimized for code readability

Typography Scale

Heading Hierarchy

H1 - Page Titles

Font: Inter, 32px/38px, Bold (700)

Use: Main page titles, hero headings

Example: "News Marketplace Dashboard"

H2 - Section Headers

Font: Inter, 28px/34px, Semi-bold (600)

Use: Major section divisions

Example: "Recent Articles", "Publication Management"

H3 - Subsection Headers

Font: Inter, 24px/29px, Semi-bold (600)

Use: Content group headers

Example: "Article Submission Form", "User Statistics"

H4 - Component Titles

Font: Inter, 20px/24px, Medium (500)

Use: Card titles, form section headers

Example: "Publication Details", "Account Settings"

H5 - Small Headers

Font: Inter, 18px/22px, Medium (500)

Use: List headers, small component titles

Example: "Filter Options", "Recent Activity"

H6 - Micro Headers

Font: Inter, 16px/19px, Medium (500)

Use: Form field labels, micro content headers

Example: "Article Title", "Upload Image"

Body Text Hierarchy

Body Large - Introductory Text

Font: Open Sans, 18px/29px, Regular (400)

Use: Lead paragraphs, important descriptions

Example: Welcome messages, feature descriptions

Body Regular - Standard Text

Font: Open Sans, 16px/26px, Regular (400)

Use: Main content, article text, descriptions

Example: Article content, form help text

Body Small - Secondary Text

Font: Open Sans, 14px/22px, Regular (400)

Use: Metadata, secondary information

Example: Timestamps, author names, tags

Caption - Micro Text

Font: Open Sans, 12px/18px, Regular (400)

Use: Fine print, image captions, footnotes

Example: Copyright text, image credits

Interactive Text

Button Text

Font: Inter, 14px/20px, Medium (500)

Use: All button labels

Example: "Submit Article", "Save Draft"

Link Text

Font: Inherit from context, Regular (400)

Color: #1976D2 (Primary Blue)

Decoration: Underline on hover

Example: Navigation links, inline links

Input Text

Font: Open Sans, 16px/24px, Regular (400)

Use: Form inputs, text areas

Example: Article title input, content editor

Typography Implementation

CSS Font Stacks

```
/* Primary Font - Inter */
--font-primary: 'Inter', 'SF Pro Display', -apple-system, BlinkMacSystemF

/* Secondary Font - Open Sans */
--font-secondary: 'Open Sans', 'SF Pro Text', -apple-system, BlinkMacSys

/* Monospace Font - Fira Code */
--font-mono: 'Fira Code', 'SF Mono', 'Monaco', 'Inconsolata', 'Roboto Mono', '
```

Font Loading Strategy

```
<!-- Preload critical fonts -->
<link rel="preload" href="/fonts/inter-var.woff2" as="font" type="font/woff2">
<link rel="preload" href="/fonts/open-sans-regular.woff2" as="font" type="font/woff2">

<!-- Font face declarations -->
<style>
@font-face {
  font-family: 'Inter';
  src: url('/fonts/inter-var.woff2') format('woff2-variations');
  font-weight: 100 900;
  font-display: swap;
}

@font-face {
  font-family: 'Open Sans';
  src: url('/fonts/open-sans-regular.woff2') format('woff2');
  font-weight: 400;
  font-display: swap;
}
</style>
```

Responsive Typography

```
/* Mobile First Approach */
.heading-1 {
  font-size: 24px;
  line-height: 1.2;
}

/* Tablet and up */
@media (min-width: 768px) {
  .heading-1 {
    font-size: 28px;
  }
}

/* Desktop and up */
@media (min-width: 1024px) {
  .heading-1 {
    font-size: 32px;
  }
}
```

Typography Usage Guidelines

Hierarchy Best Practices

1. **Maintain Clear Hierarchy:** Use only one H1 per page, logical H2-H6 progression
2. **Consistent Spacing:** Apply consistent margins between heading levels
3. **Contextual Sizing:** Adjust font sizes based on content importance and screen size
4. **Color Contrast:** Ensure all text meets WCAG AA standards (4.5:1 minimum)

Content-Specific Guidelines

Article Content

- Use Body Regular (16px) for main article text
- Apply Body Large (18px) for lead paragraphs
- Use Caption (12px) for bylines and metadata
- Maintain 1.6 line height for optimal readability

Form Elements

- Use H4 (20px) for form section headers
- Apply H6 (16px) for field labels
- Use Body Small (14px) for help text and validation messages
- Ensure input text is minimum 16px to prevent zoom on mobile

Navigation Elements

- Use Body Regular (16px) for main navigation links
- Apply Button Text (14px) for action buttons
- Use Body Small (14px) for breadcrumbs and secondary navigation

Data Tables

- Use H5 (18px) for table headers
- Apply Body Regular (16px) for table data
- Use Body Small (14px) for table metadata and pagination

Accessibility Considerations

Font Size Guidelines

- Minimum body text size: 14px
- Recommended body text size: 16px
- Large text threshold: 18px (relaxed contrast requirements)
- Maximum line length: 75 characters for optimal readability

Line Height Standards

- Headings: 1.2 (tight spacing for impact)
- Body text: 1.6 (comfortable reading)

- Captions: 1.4 (compact but readable)
- Buttons: 1.4 (balanced for various content lengths)

Color and Contrast

- Primary text (#212121): 16.69:1 contrast ratio ✓
- Secondary text (#757575): 4.54:1 contrast ratio ✓
- Disabled text (#BDBDBD): Use only for truly disabled content
- Link text (#1976D2): 5.93:1 contrast ratio ✓

Typography Components

Heading Component Examples

```
.heading-primary {  
  font-family: var(--font-primary);  
  font-size: 32px;  
  font-weight: 700;  
  line-height: 1.2;  
  color: var(--color-text-primary);  
  margin-bottom: 24px;  
}  
  
.heading-secondary {  
  font-family: var(--font-primary);  
  font-size: 28px;  
  font-weight: 600;  
  line-height: 1.2;  
  color: var(--color-text-primary);  
  margin-bottom: 20px;  
}
```

Body Text Components

```
.body-large {  
  font-family: var(--font-secondary);  
  font-size: 18px;  
  font-weight: 400;  
  line-height: 1.6;  
  color: var(--color-text-primary);  
  margin-bottom: 16px;  
}  
  
.body-regular {  
  font-family: var(--font-secondary);  
  font-size: 16px;  
  font-weight: 400;  
  line-height: 1.6;  
  color: var(--color-text-primary);  
  margin-bottom: 16px;  
}
```

Interactive Text Components

```
.button-text {  
  font-family: var(--font-primary);  
  font-size: 14px;  
  font-weight: 500;  
  line-height: 1.4;  
  text-transform: none;  
  letter-spacing: 0;  
}  
  
.link-text {  
  color: var(--color-primary);  
  text-decoration: none;  
  border-bottom: 1px solid transparent;  
  transition: border-color 0.2s ease;  
}  
  
.link-text:hover {  
  border-bottom-color: var(--color-primary);  
}
```

Performance Optimization

Font Loading Performance

1. **Preload Critical Fonts:** Load Inter and Open Sans regular weights first
2. **Font Display Swap:** Use font-display: swap for better perceived performance
3. **Subset Fonts:** Include only necessary character sets for target languages
4. **Variable Fonts:** Use Inter variable font to reduce HTTP requests

Typography Performance Metrics

- **First Contentful Paint:** Optimized with font preloading
- **Cumulative Layout Shift:** Minimized with proper font fallbacks
- **Font Load Time:** Target <100ms for critical fonts

This typography system ensures excellent readability, professional appearance, and optimal performance across all devices and use cases in the News Marketplace platform.