

Sentence Case Capitalization (Brand Focus)

Font Weight: Bold and Thin

Prioritize readability to support easy reading.

We use both thin and bold font weights to establish visual hierarchy, direct attention to key messages, and enhance overall design aesthetics.

Focus on the Theme

When combining both font weights, apply bold styling to the main theme to emphasize key content and improve focus.

Tracking and Leading

- Tracking: Keep standard letter-spacing at 0 for easy reading.
- Leading: Always set to Auto.

Kerning

When font size exceeds 50 pt, manually adjust letter spacing for optimal balance.

First Principles, Seek Ultimate, Grow Together

Are common traits of our makers.

Focus on the Theme

Ignite Possibilities Through Ultimate Innovation

Ensure readability through proper font weight and spacing.

We **Make**, Not Improve.
We Break Through, Not just Extend;
We seek Ultimate, not Increment:

Most people say, “A fact is a fact” — unchangeable.
Makers say "**No, it's merely the status quo**".

Emphasize Key Messaging