

TYPOGRAPHY system

This guide provides a comprehensive ruleset for using type across all media formats.

The way we use type isn't just about readability—it's about creating a consistent, powerful brand across all touchpoints. From headlines that command attention to bodies that guide and inform, our typography system is designed to communicate with purpose and impact.

TYPEFACES

Typography forms the foundation of Aori's visual voice. Each character, weight, and spacing decision is carefully selected to embody our brand's core values of innovation and precision.

Sans Serif

Aori Sans

Aori Sans is Aori's bespoke grotesque sans-serif font, ideal for text and reading on screen at large and small sizes. It has been carefully crafted for proprietary usage within the Aori organization for Aori affiliated materials both in print and on the web.

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcćdefghijklmnopqrstuvwxyz
1234567890‘?’“!”(%)[#{\$/&\←+÷×=>®

WEIGHTS

Four panels showing the font weights: Light, Regular, Medium, and Bold. Each panel displays the letters 'Aa' and a 'DOWNLOAD' button.

Monospace

Aori Mono

Aori Mono is Aori's dedicated monospace font. For use in code examples in technical documentation and for figure based text rendering in web applications. Aori Mono comes in one versatile weight for all usage.

```
import { approveToken } from 'aori-ts'

await approveToken(
  wallet,
  CHAIN_ID,
  TOKEN_ADDRESS,
  ZONE_ADDRESS,
  BigInt(2 ** 256 - 1) // Max approval
);
```

CHARACTERS

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
P	Q	R	S	T	U	V	W	X	Y	&	Z	™	→	!
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
p	q	r	s	t	u	v	w	x	y	+	z	©	?	\$
0	1	2	3	4	5	6	7	8	9	®	*	%	#	@

PRINT GUIDELINES

Scaling for Print

*Font scales can be computed by any starting or ending font by multiplying or dividing the start or end font size in the relevant units by phi and rounding to the nearest whole number. This process can be repeated for as many sizes as needed.

$\phi = 1.618034$

Button (xs) Caption (sm) Body (base) Subheading (lg) Heading (xl) Subtitle (2xl) Title (3xl)

13 21 34 55 89 144 233

-2 -1 -r f r 1 $r=\phi$ 2 $89 \times \phi = 144.005024999$ 3 $233 \div \phi = 144.001919379$ 4

Font scaling should adhere to the golden monotonic scale. The scale for this document uses a base size of 34px and can be seen here:

Typesetstyles

DISPLAY P-00

Weight	Regular
Font Size	3xl*
Line Height	100%
Letter Spacing	-0.045em
Transform	Uppercase

TITLE P-01

Weight	Medium
Font Size	2xl*
Line Height	100%
Letter Spacing	-0.045em
Transform	Uppercase

SUBTITLE	P-02
Weight	Light
Font Size	xl*
Line Height	120%
Letter Spacing	-0.03em
Transform	Title Case

HEADING	P-03
Weight	Light
Font Size	12pt
Line Height	120%
Letter Spacing	-0.04em
Transform	Title Case

BODY P-04

High-Frequency Trading, On-Chain.

A HIGH-FREQUENCY EXECUTION LAYER
THAT SETTLES NATIVELY TO ANY CHAIN.

On-chain trading is broken. Aori is here to fix it. Bringing off-chain performance to on-chain liquidity, Aori unlocks new levels of speed, efficiency, and possibility for traders and developers.

*This can be used to provide additional context on a webpage or in a piece of digital media

OVERLINE	P-06
Weight	Bold
Font Size	sm*
Line Height	100%
Letter Spacing	-0.01em
Transform	Uppercase

LIQUIDTY
DEFRAGMENTED

DATA	P-07
Weight	Light
Font Size	xs*
Line Height	100%
Letter Spacing	-0.01em
Transform	Uppercase

The tables to the left are a good example of a use of this typestyle.