

Font guide - Montserrat

Title - 26

Header 1 - 16

Header 2 - 16

Header 3 - 14

Normal body - 11

British English

Style and Tone

Light and informal

Informative but not patronising

Fun but not childish

Cool but not coming across unprofessional

Helpful but not annoyingly so

Expert but not bossy

User types

Found in marketing strategy of Silicon Croft document

Branding

Branding document from Branding Satellite found in Silicon Croft document