

Typography System

Homeowner Marketers



1. Primary Typeface: Sora

Usage: Headlines, key statements, buttons, emphasis text

Brand Role: Authority, confidence, performance

Recommended Weights:

- Sora ExtraBold → H1 (Main headlines)
- Sora Bold → H2 (Section headers)
- Sora SemiBold → H3 (Sub sections, callouts)
- Sora Medium → Buttons / Navigation

Why Sora Works:

- Geometric but not cold
- Modern and digital (great for paid ads positioning)
- Strong structure. It pairs beautifully with gold + black
- Clean at large scale (hero sections)



Sora

Thin

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

Extra Light

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

Light

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

Regular

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

Semi Bold

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

Bold

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

Extra Bold

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

2. Secondary Typeface: Inter

Usage: Body copy, paragraphs, supporting text, UI content

Brand Role: Clarity, readability, professionalism

Recommended Weights:

- Inter Regular → Body text
- Inter Medium → Labels, small headers
- Inter SemiBold → Emphasis within paragraphs

Why Sora Works:

- Extremely readable on web
 - Neutral and professional
 - Doesn't compete with Sora
 - Scales well across website + reporting dashboards
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Inter

Thin

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

Extra Light

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

Light

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

Regular

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

Medium

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

Semi Bold

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

Bold

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

H1

Sora ExtraBold
ALL CAPS
Large scale
Tight tracking (-1%)

Example:

HOMEOWNER MARKETING SYSTEMS THAT SCALE

H2

Sora Bold
Title Case
Normal tracking

Example:

How We Help Painters Grow

H3

Sora SemiBold

Example:

Campaign Optimization Strategy

Typography Hierarchy System

Body Text

Inter Regular
16–18px for web
Line height: 150–165%

Example:

We build customized Meta advertising campaigns
designed to generate high quality homeowner appointments.

Buttons

Sora Bold
ALL CAPS
+2% tracking
High contrast background (gold or black)

Example:

BOOK A STRATEGY CALL

Typography
Hierarchy
System

Visual Tone With This Pairing

This pairing communicates:

- Structured growth
- Premium positioning
- Modern advertising systems
- Strategic intelligence
- Clean professionalism

It does NOT feel:

- Cheap
- Contractor-ish
- Generic agency
- Playful

Website Execution Demo

ADD \$100K+ IN NEW PAINTING REVENUE

Through Data-Driven Facebook & Instagram Advertising Built for Established Contractors.

BOOK YOUR STRATEGY CALL

