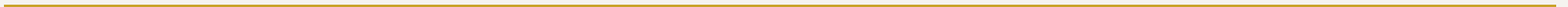


Typography System

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



_____ Sora _____

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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
-

Inter

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography Hierarchy System

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

Typography Hierarchy System

H3

Sora SemiBold

Example:

Campaign Optimization Strategy

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
