

# Typography

A comprehensive typography system with semantic sizing and consistent line-heights snapped to an 8px baseline grid.

## Font Families

SF Pro for headings, SF Pro for body text

### SF Pro - Headlines

SF Pro Light (300)

SF Pro Regular (400)

SF Pro Medium (500)

SF Pro Semibold (600)

**SF Pro Bold (700)**

**SF Pro Heavy (800)**

**SF Pro Black (900)**

### SF Pro - Text

SF Pro Regular (400)

SF Pro Medium (500)

Lato provides excellent readability for body text with its humanist characteristics. The font maintains clarity at various sizes and weights, making it perfect for extended reading experiences.

## Desktop

H1  
Desktop

3.5rem  
4rem

**Pack my box with five dozen liquor jugs.**

H2  
Desktop

3rem  
3.5rem

**Pack my box with five dozen liquor jugs.**

H3  
Desktop

40px  
/48px

Pack my box with five dozen liquor jugs.

H4

32px  
/40px

Pack my box with five dozen liquor jugs.

H5

28px  
/36px

Pack my box with five dozen liquor.

H6

21px  
/28px

Pack my box with five dozen liquor

body\_xxlarge

24px  
/28px

Pack my box with five dozen liquor

body\_xlarge

21px  
/28px

Pack my box with five dozen liquor

body\_jumbo

18px  
/24px

Pack my box with five dozen liquor

body

16px  
/24px

Pack my box with five dozen liquor

body\_small

14px  
/20px

Pack my box with five dozen liquor

body\_xsm

12px  
/16px

Pack my box with five dozen liquor

## Mobile

H1 - Mobile

32px  
/40px

**Pack my box with five dozen liquor jugs.**

H2 - Mobile

28px  
/32px

**Pack my box with five dozen liquor jugs.**

H3 - Mobile

24px  
/32px

**Pack my box with five dozen liquor jugs.**

H4 - Mobile

21px  
/28px

**Pack my box with five dozen liquor jugs.**

H5 - Mobile

18px  
/24px

Pack my box with five dozen liquor jugs.

H6 - Mobile

16px  
/24px

Pack my box with five dozen liquor jugs.

body\_xxl-mobile

24px  
/28px

Pack my box with five dozen liquor jugs.

body\_xl-mobile

20px  
/28px

Pack my box with five dozen liquor jugs.

body\_l-mobile

18px  
/24px

Pack my box with five dozen liquor jugs.

body-mobile

16px  
/24px

Pack my box with five dozen liquor jugs.

Body XS

14px  
20px

Pack my box with five dozen liquor jugs.

Body XS

12px  
/16px

Pack my box with five dozen liquor jugs.

## Text Links

Link styles with proper states and accessibility

### Link States

**Default Link** Semantic Blue (#4177FF)

**Hovered Link** Deep Teal (#01504A)

**Visited Link** Royal Purple (#8127CF)

**Focused Link** Royal Purple (#8127CF)

### Link Variations

**Link without underline** Clean style for navigation

**Underline on hover** Subtle interaction

**Custom border underline** Styled underline

### Contextual Links

This is a paragraph with an [inline link](#) that demonstrates how links appear within body text. Links should be easily distinguishable from regular text.

On colored backgrounds, links maintain their [brand colors](#) while ensuring proper contrast ratios for accessibility.

### External Link Indicators

**External website** With external icon

**Download PDF** With download indicator

# Buttons

A comprehensive typography system with semantic sizing and consistent line-heights snapped to an 8px baseline grid.

## Primary Buttons

Main call-to-action buttons



## Secondary Buttons

Main call-to-action buttons



## Button Sizes

Various sizes for different contexts



## Button States

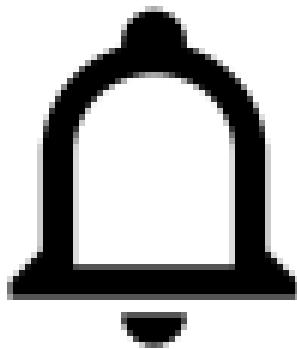
Different states and interactions



## Icon Buttons

Buttons with only icons for compact interfaces





Button ★

Button ★

Button ★

Button ★

Button ★



Button



Button



Button



Button





Button



Button



Button



Button



Label \*

[Find your Industry](#)

Placeholder content



[Change Supporting text]

Label \*

[Find your Industry](#)

[Change] Real content



[Change Supporting text]

Label \*

[Find your Industry](#)

[Change] Real content



[Change Supporting text]

Label \*

[Find your Industry](#)

[Change] Real content



[Change Supporting text]

Label \*

[Find your Industry](#)

[Change] Real content



[Change Supporting text]

**[Change] Error Message**

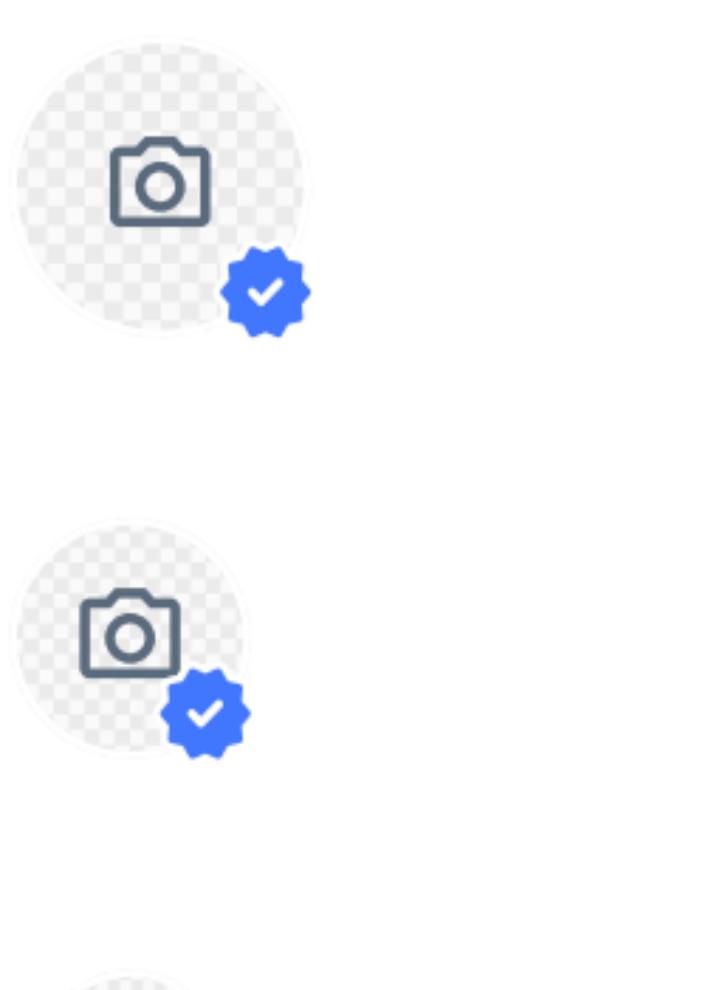
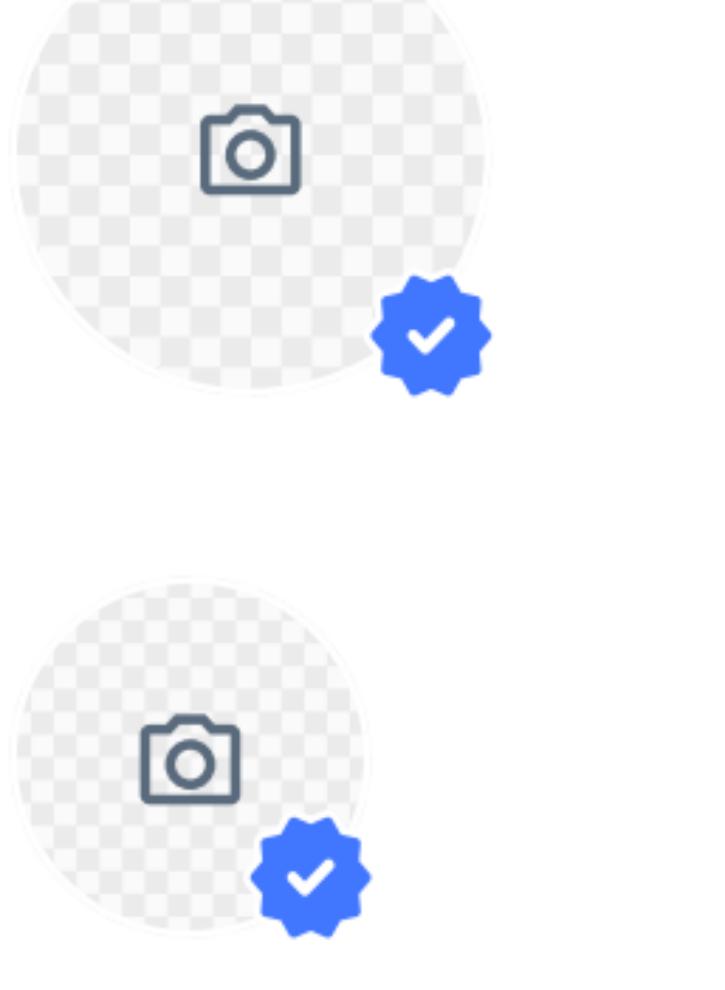
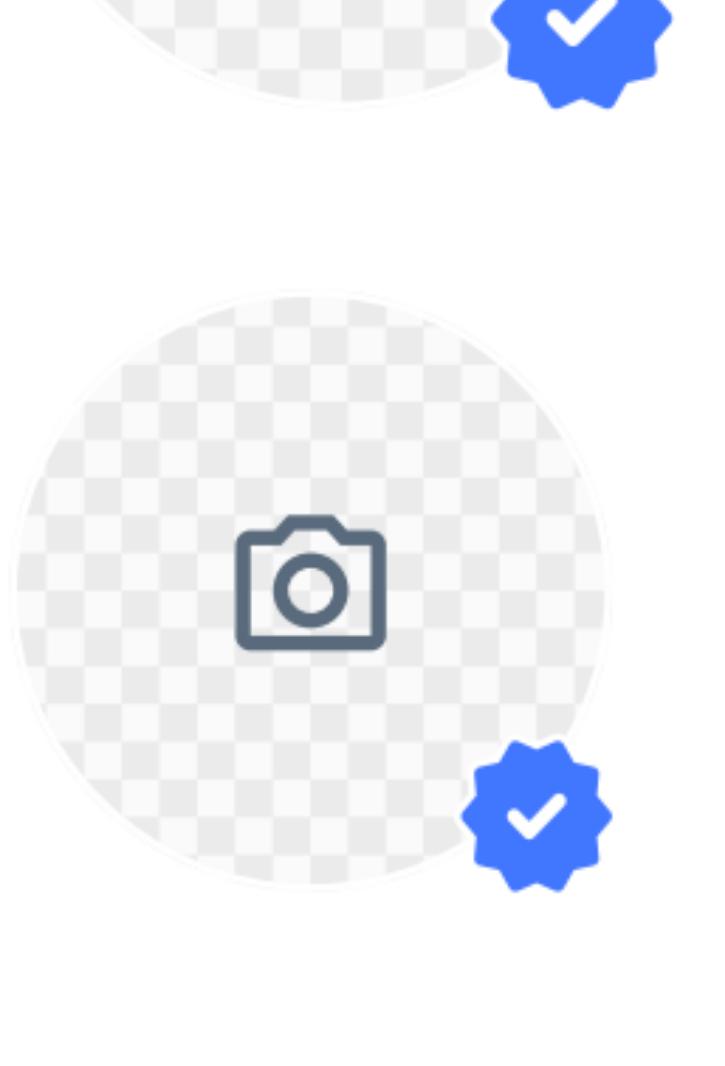
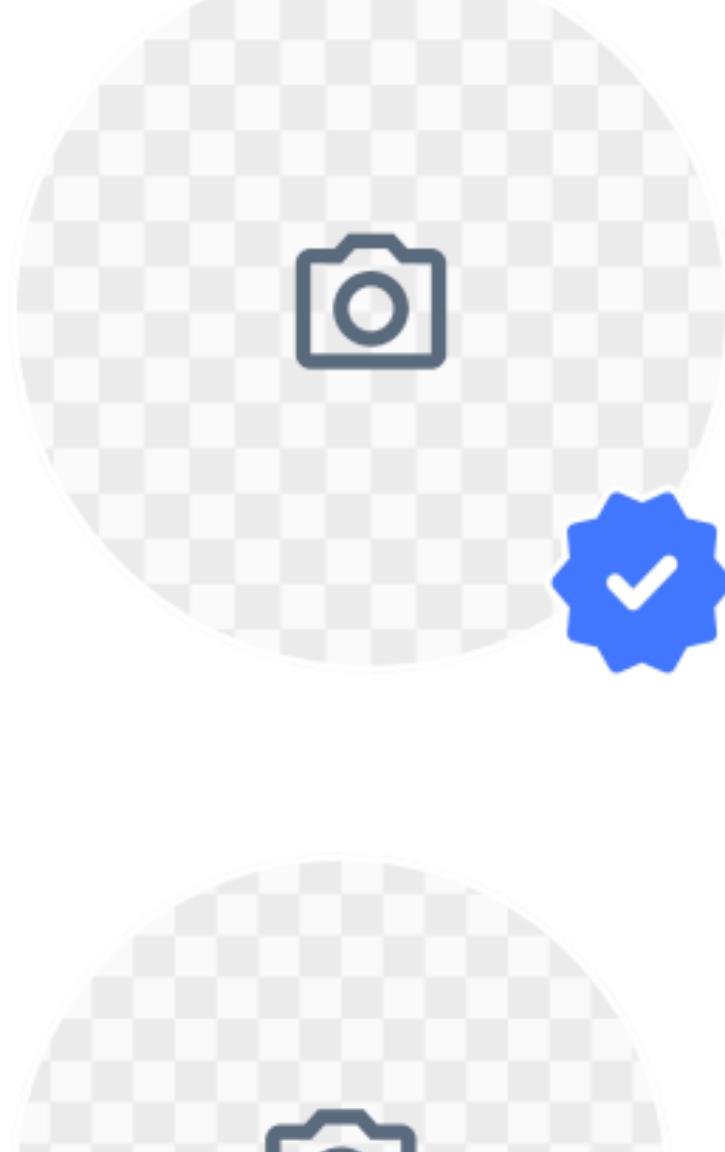
Label \*

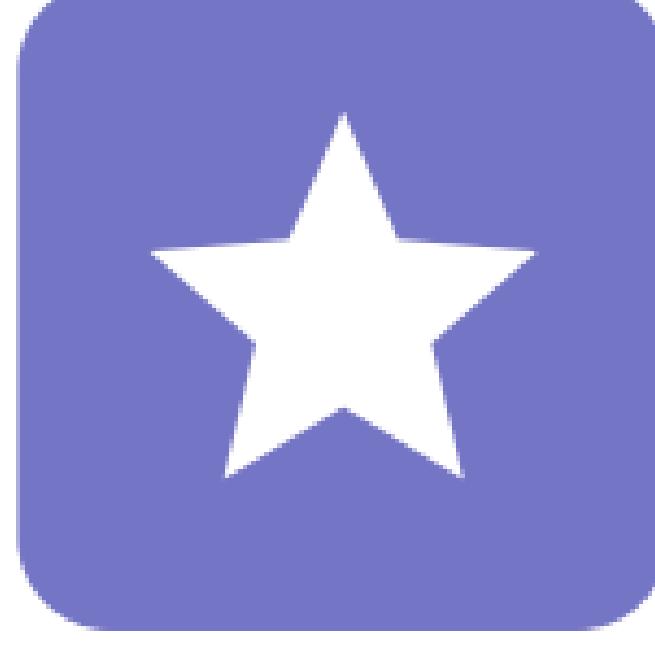
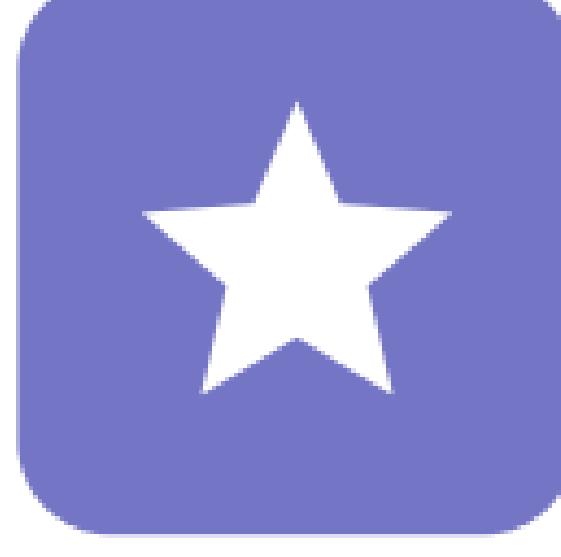
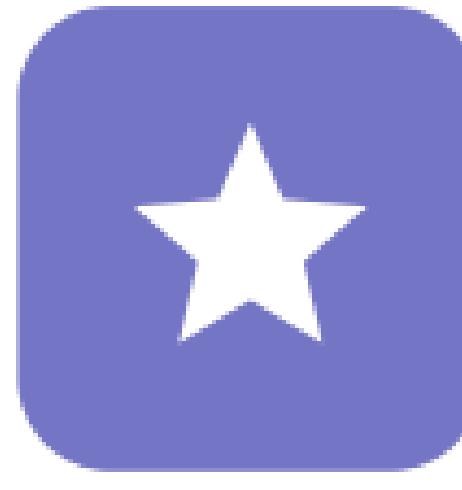
[Find your Industry](#)

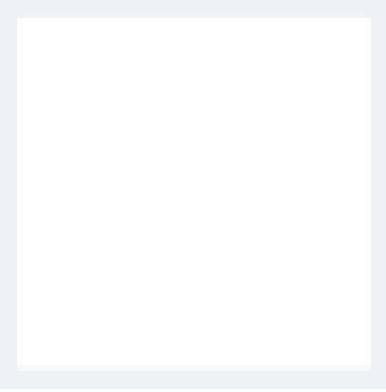
Placeholder content

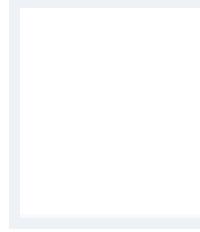


[Change Supporting text]









24/7



24/7

## Usage Guidelines

Use high attention buttons for your main CTAs like "Send Money!", premium upgrades, and promotional actions. The bright pink color grabs attention and drives conversions. Perfect for ads, landing pages, and key revenue-generating actions.



## Title

Subtitle or short sentence



## Title

Subtitle or short sentence



## Rocco's Tacos



Food & Beverage

...



[Go to Profile](#)

[Add Location](#)



## Rocco's Tacos



Food & Beverage

...



[Go to Profile](#)

[Add Location](#)



Dashboard



Applications



Trends



Messages



Dashboard



Applications



Trends



Messages



Dashboard



Applications



Trends



Messages



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Applications



Trends



Messages



# Transaction Successful

Your payment of \$149.99 has been processed successfully.



# Account Verification Required

Please verify your email address to continue using all features.



Dashboard



Find Tenants



Trends



Messages



Dashboard



Find Tenants



Trends



Messages



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Find Tenants



Trends



Messages



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Find Tenants



Trends



Messages



## Payment Failed

Your card was declined. Please try a different payment method.



## New Feature Available

Check out our new dashboard analytics to track your performance.

**Accessibility Note:** All text combinations above meet WCAG AA standards (4.5:1+ contrast ratio). The darker semantic colors (green-900, orange-900, red-900, blue-900) ensure excellent readability on light backgrounds.

Day

Week

Month