Typography++

Typography is an important part of a design system that brings consistency across experiences and platforms. Good typography rules help present content clearly and efficiently.

Confluence
Specs
Verwandte Komponenten
Anforderungen
+

Ag Light
Ag Regular
Ag Medium
Ag Bold
Ag Light Italic
Ag Regular Italic
Ag Medium Italic
Ag Bold Italic

Styles

Display Medium
Medium | 60pt | 120%

Display small
Medium | 48pt | 120%

Headline large
Regular | 34pt | 120%

Headline medium
Regular | 24pt | 120%

Headline small
Regular | 20pt | 120%

Subtitle large
Medium | 34pt | 120%

Subtitle medium
Medium | 24pt | 150%

Subtitle Small
Medium | 20pt | 150%

Button large
Medium | 18pt | 150%

Button medium
Medium | 16pt | 150%

Button small
Medium | 14pt | 150%

Body Large
Regular | 18pt | 150%

Body medium
Regular | 16pt | 150%

Body small
Regular | 14pt | 150%

Body X-small
Regular | 12pt | 150%

Label Large
Regular | 16pt | 150%

Label small
Medium | 12pt | 150%

Caption
Medium | 14pt | 150%

OVERLINE
Medium | 16pt | 150% | Capslock | 3% line spacing

Sizes

Style	Weight	Font Size	Line Height	Line Spacing	Additional Notes
Display Medium	Medium	60 pt	120 % / 1.3x		
Display small	Medium	48 pt	120 % / 1.3x		
Headline large	Regular	34 pt	120 % / 1.2x		
Headline medium	Regular	24 pt	120 % / 1.2x		
Headline small	Regular	20 pt	120 % / 1.2x		
Subtitle large	Medium	34 pt	120 % / 1.3x		
Subtitle Medium	Medium	24 pt	150 % / 1.5x		
Subtitle small	Medium	20 pt	150 % / 1.5x		
Button large	Medium	18 pt	150 % / 1.5x		
Button medium	Medium	16 pt	150 % / 1.5x		
Button small	Medium	14 pt	150 % / 1.5x		
Body large	Regular	18 pt	150 % / 1.5x		
Body medium	Regular	16 pt	150 % / 1.5x		
Body small	Regular	14 pt	150 % / 1.5x		
Body X-small	Regular	12 pt	150 % / 1.5x		
Label large	Regular	16 pt	150 % / 1.5x		
Label small	Medium	12 pt	150 % / 1.5x		
Caption	Medium	14 pt	150 % / 1.5x		
Overline	Medium	16 pt	150 % / 1.5x	3%	All Capslock

Line Height

Appropriate line spacing is crucial for the legibility of texts. If the lines are too close together, it is difficult to read; if they are too far apart, it is difficult to recognize the context

1.2x **Success is the result of innovative ideas**

1.2x **Forward-looking strategies**

Display
Display font styles use a line height of 120% (1.2x).

1.2x Perfectly tailored IT solutions that provide optimal support

1.2x Contribution of people who bring the right mix

1.2x Technological expertise and a deep understanding of the customer's particular business

Headline
Headline font styles use a line height of 120% (1.2x).

1.2x **One of the leading IT service providers**

1.5x **We work every day to successfully implement our customers' projects**

1.5x **Our references give you an insight into our daily work**

Subtitle
Subtitle font styles use a line height of 120% (1.2x).

1.5x **Send**

1.5x **Send**

1.5x **Send**

Button
Button font styles use a line height of 150% (1.5x).

1.5x Our survey of 400 managers in Germany gives a clear result. Experiments with individual GenAI applications need to result in integrated projects.We have compiled answers to the questions that companies are asking themselves today. They include the search for possible applications, the development of GenAI applications and implementation of these in the company's own processes. Our 23-page dossier gives you the information you need.

1.5x Lorem ipsum dolor sit amet consectetur. A pharetra vestibulum vulputate morbi scelerisque pellentesque. Id morbi tempor pharetra commodo augue diam lectus mauris. Ultricies ultrices donec ut vitae mauris tristique gravida urna egestas. Orci tristique amet tincidunt quisque id cursus aliquet tristique et.

1.5x Our survey of 400 managers in Germany gives a clear result. Experiments with individual GenAI applications need to result in integrated projects. We have compiled answers to the questions that companies are asking themselves today.

1.5x Our survey of 400 managers in Germany gives a clear result. Experiments with individual GenAI applications need to result in integrated projects. We have compiled answers to the questions that companies are asking themselves today.

Body
Body font styles use a line height of 150% (1.5x).

1.5x Are you eager to welcome GenAI to your company?

1.5x Are you eager to welcome GenAI to your company?

Label
Label font styles use a line height of 150% (1.5x).

1.5x GenAI compact

1.5x GENAI COMPACT

Caption
Caption font styles use a line height of 150% (1.5x).

OVERLINE
Overline font styles use a line height of 150% (1.5x).

Typography: Readability and Accessibility++

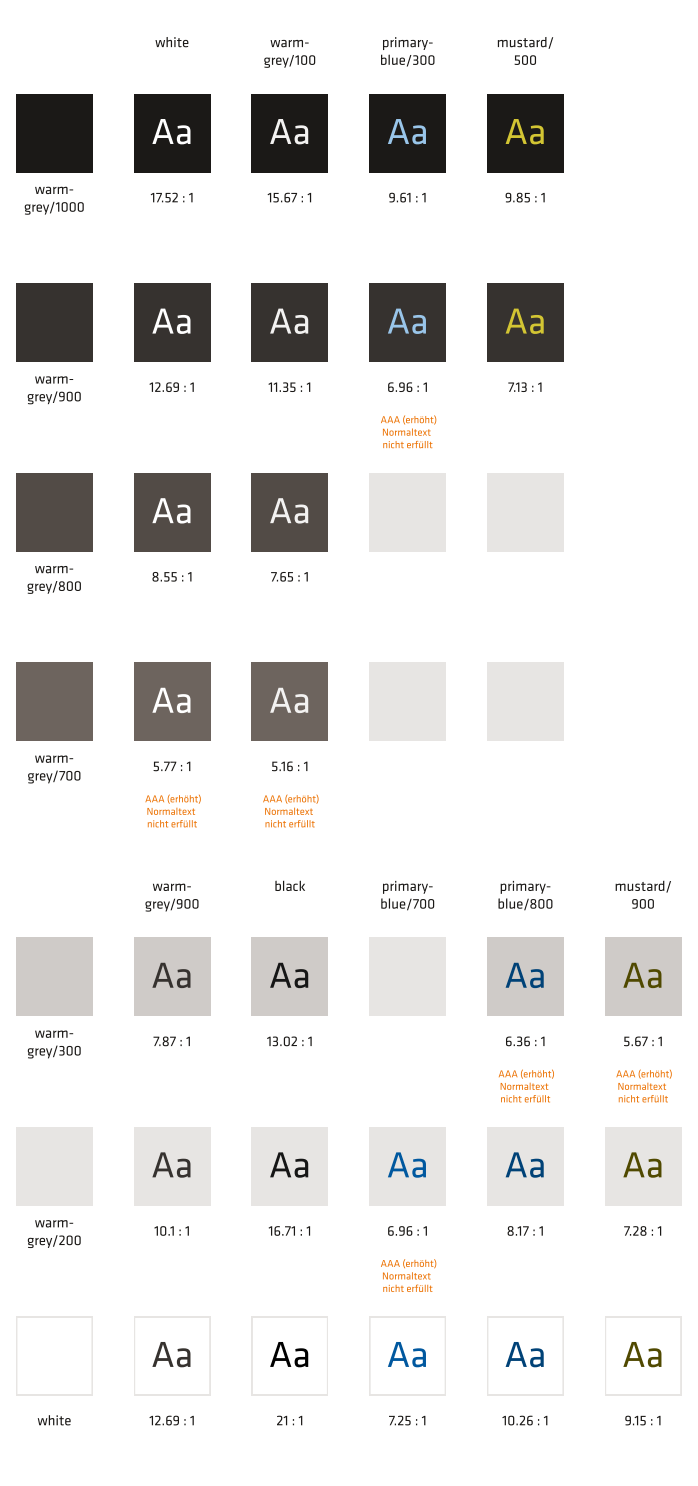
Enhancing Readability and Accessibility

- High contrast between text and background improves legibility and draws attention to important elements
- Meeting contrast standards ensures usability for users with visual impairments and legal compliance

Aim for color contrast ratios of at least 4.5:1 for normal text and 3:1 for large text, with 7:1 for enhanced accessibility.

Use tools to test color contrast ratios and ensure compliance with accessibility standards.
- Choose adesso Design Systam typography color palettes that balance contrast with aesthetic appeal and brand consistency.
- Consider how background patterns or images may affect text legibility and adjust contrast accordingly.
- Prioritizing contrast and accessibility in typography and color choices results in visually appealing and user-friendly designs for all individuals, regardless of their visual abilities.

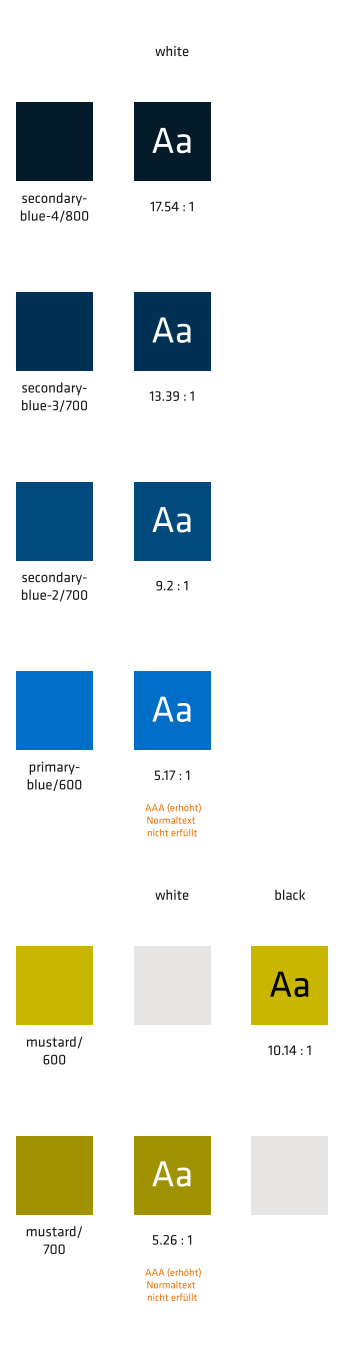
Text on neutral background



	white	warm-grey/100	primary-blue/300	mustard/500
warm-grey/1000	Aa 17.52 : 1	Aa 15.67 : 1	Aa 9.61 : 1	Aa 9.85 : 1
warm-grey/900	Aa 12.69 : 1	Aa 11.35 : 1	Aa 6.96 : 1 AAA (erhöht) Normaltext nicht erfüllt	Aa 7.13 : 1
warm-grey/800	Aa 8.55 : 1	Aa 7.65 : 1		
warm-grey/700	Aa 5.77 : 1 AAA (erhöht) Normaltext nicht erfüllt	Aa 5.16 : 1 AAA (erhöht) Normaltext nicht erfüllt		

	warm-grey/900	black	primary-blue/700	primary-blue/800	mustard/900
warm-grey/300	Aa 7.87 : 1	Aa 13.02 : 1		Aa 6.36 : 1 AAA (erhöht) Normaltext nicht erfüllt	Aa 5.67 : 1 AAA (erhöht) Normaltext nicht erfüllt
warm-grey/200	Aa 10.1 : 1	Aa 16.71 : 1	Aa 6.96 : 1 AAA (erhöht) Normaltext nicht erfüllt	Aa 8.17 : 1	Aa 7.28 : 1
white	Aa 12.69 : 1	Aa 21 : 1	Aa 7.25 : 1	Aa 10.26 : 1	Aa 9.15 : 1

Text on colored background

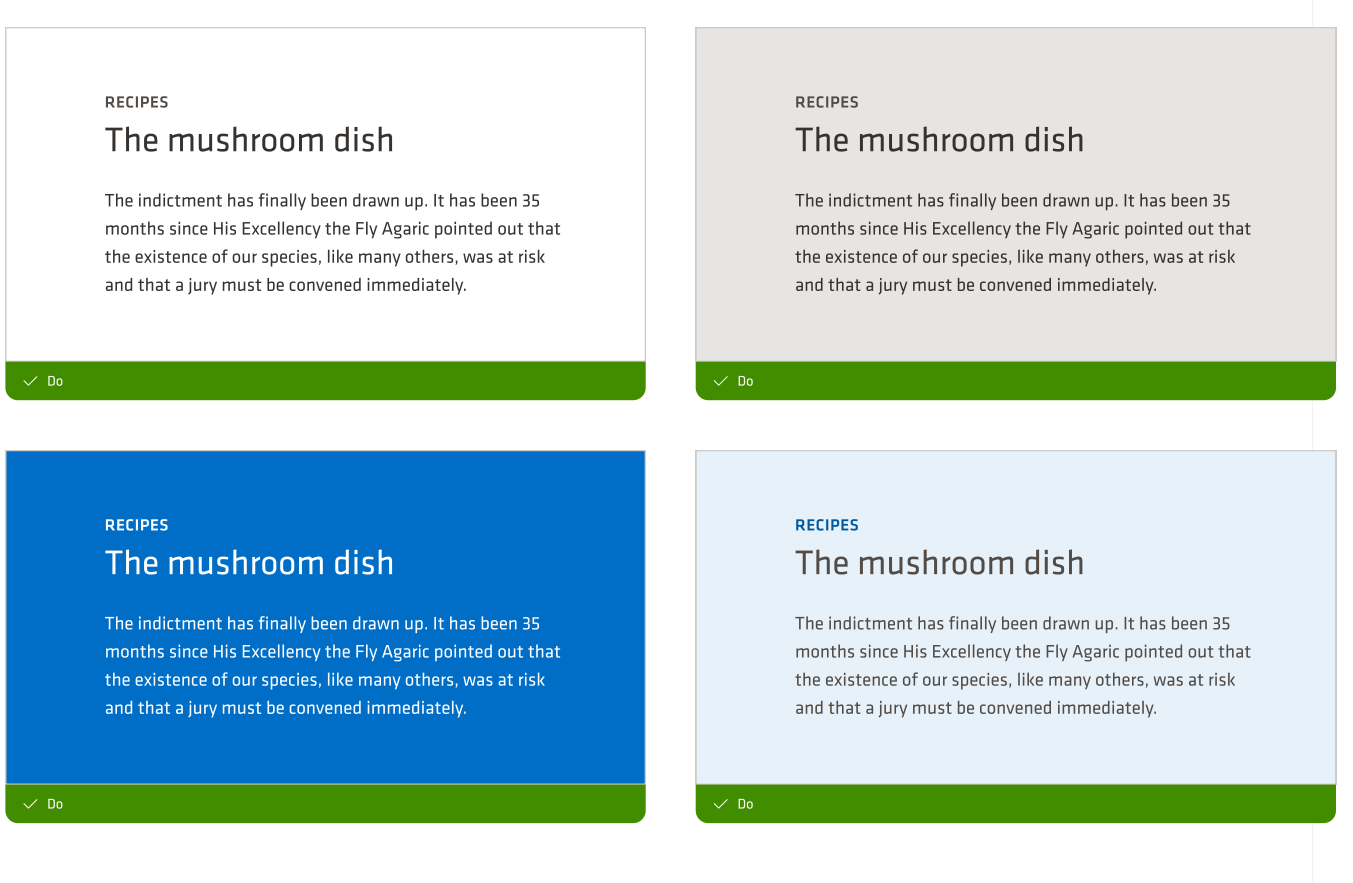


	white
secondary-blue-4/800	Aa 17.54 : 1
secondary-blue-3/700	Aa 13.39 : 1
secondary-blue-2/700	Aa 9.2 : 1
primary-blue/600	Aa 5.17 : 1 AAA (erhöht) Normaltext nicht erfüllt

	white	black
mustard/600		Aa 10.14 : 1
mustard/700	Aa 5.26 : 1 AAA (erhöht) Normaltext nicht erfüllt	

Examples

Use a combination of predefined background colors (bg) and text colors. When using colored background, use the color token "text/on-color". If you need a different color combination than provided, check further options provided on top or check for accessibility.



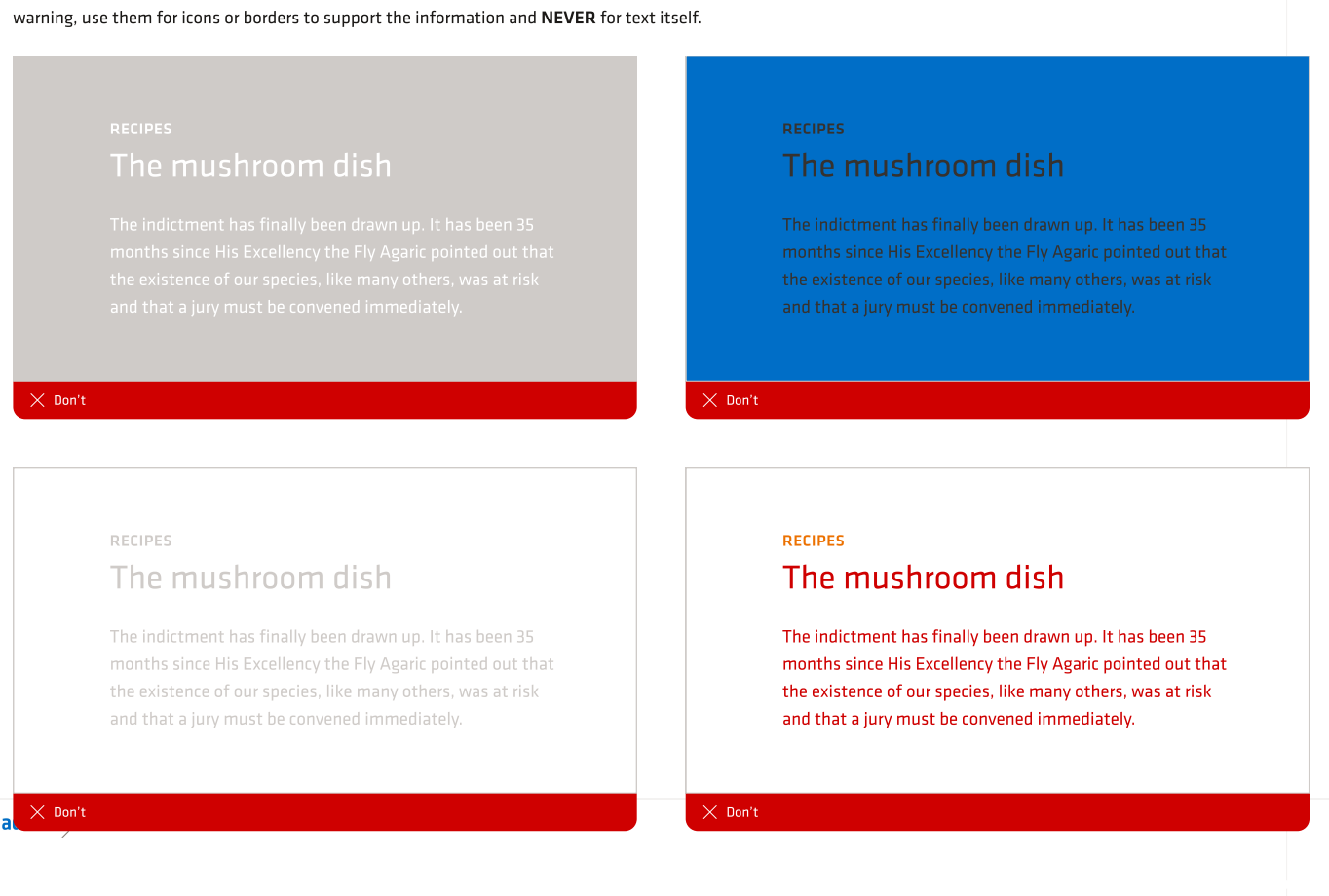
RECIPES
The mushroom dish
The indictment has finally been drawn up. It has been 35 months since His Excellency the Fly Agaric pointed out that the existence of our species, like many others, was at risk and that a jury must be convened immediately.
✓ Do

RECIPES
The mushroom dish
The indictment has finally been drawn up. It has been 35 months since His Excellency the Fly Agaric pointed out that the existence of our species, like many others, was at risk and that a jury must be convened immediately.
✓ Do

RECIPES
The mushroom dish
The indictment has finally been drawn up. It has been 35 months since His Excellency the Fly Agaric pointed out that the existence of our species, like many others, was at risk and that a jury must be convened immediately.
✓ Do

RECIPES
The mushroom dish
The indictment has finally been drawn up. It has been 35 months since His Excellency the Fly Agaric pointed out that the existence of our species, like many others, was at risk and that a jury must be convened immediately.
✓ Do

Don't use different combinations rather than the predefined tokens or combinations provided above. When using signal colors like error or warning, use them for icons or borders to support the information and **NEVER** for text itself.



RECIPES
The mushroom dish
The indictment has finally been drawn up. It has been 35 months since His Excellency the Fly Agaric pointed out that the existence of our species, like many others, was at risk and that a jury must be convened immediately.
✕ Don't

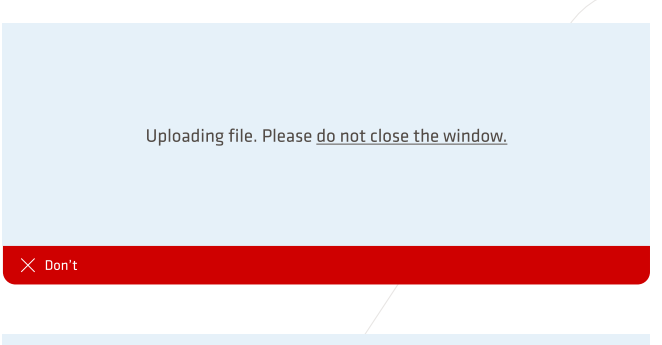
RECIPES
The mushroom dish
The indictment has finally been drawn up. It has been 35 months since His Excellency the Fly Agaric pointed out that the existence of our species, like many others, was at risk and that a jury must be convened immediately.
✕ Don't

RECIPES
The mushroom dish
The indictment has finally been drawn up. It has been 35 months since His Excellency the Fly Agaric pointed out that the existence of our species, like many others, was at risk and that a jury must be convened immediately.
✕ Don't

RECIPES
The mushroom dish
The indictment has finally been drawn up. It has been 35 months since His Excellency the Fly Agaric pointed out that the existence of our species, like many others, was at risk and that a jury must be convened immediately.
✕ Don't

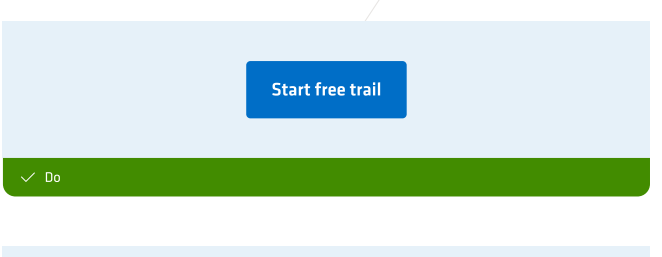
Typography: Usage++

Underline may not be used to emphasize something more
Underlined text is only used in the context of links and must therefore not be used to highlight words



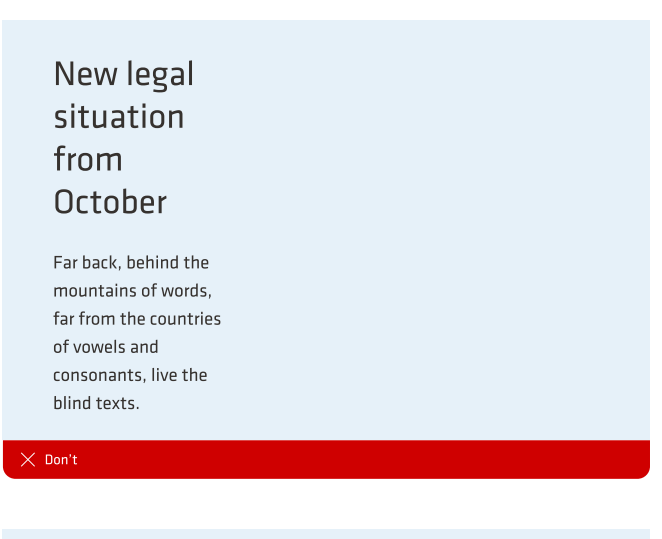
Uploading file. Please do not close the window.
✕ Don't

Observe upper and lower case spelling
Text should comply with the upper and lower case spelling of English grammar. An exception is the "Overline" font format, in which only capital letters may be used.



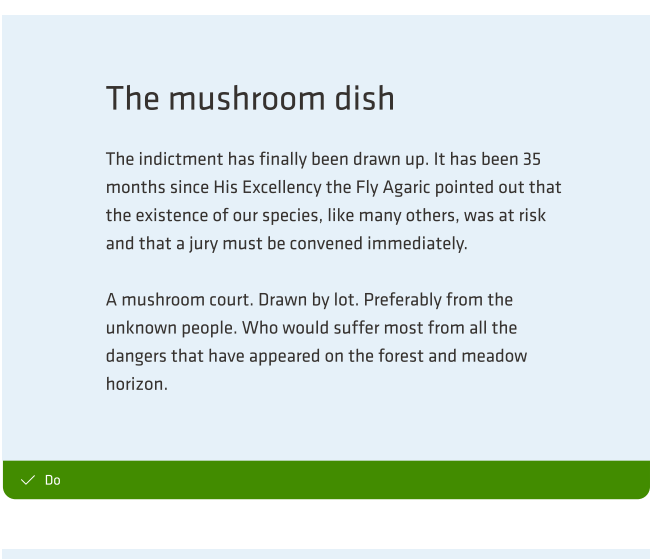
✓ Do

Do not choose paragraph widths that are too short or long
Text columns that are too narrow can be difficult to read. If the text columns are too wide, you often lose the thread. An ideal text block is approx. 70 characters wide. You should therefore try to keep the text block width between 50 and 120 characters long.



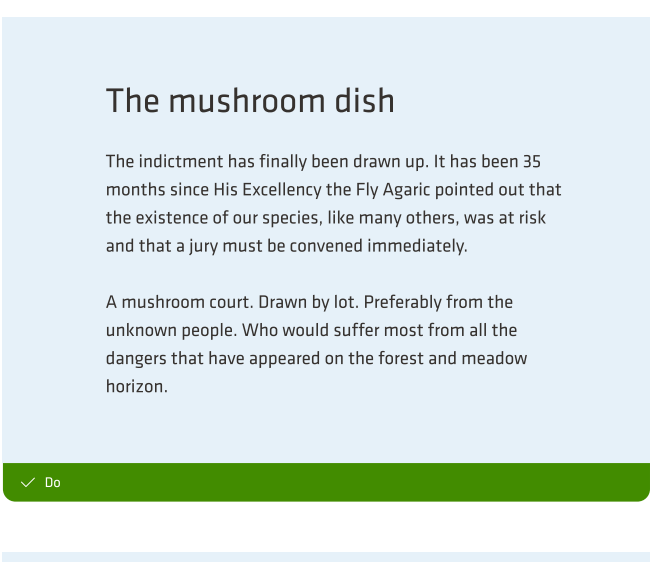
New legal situation from October
Far back, behind the mountains of words, far from the countries of vowels and consonants, live the blind texts.
✕ Don't

Keep paragraphs short
For people with cognitive impairments, but also for those without, paragraphs should be kept short and get to the point. People generally find it more difficult to process long texts.



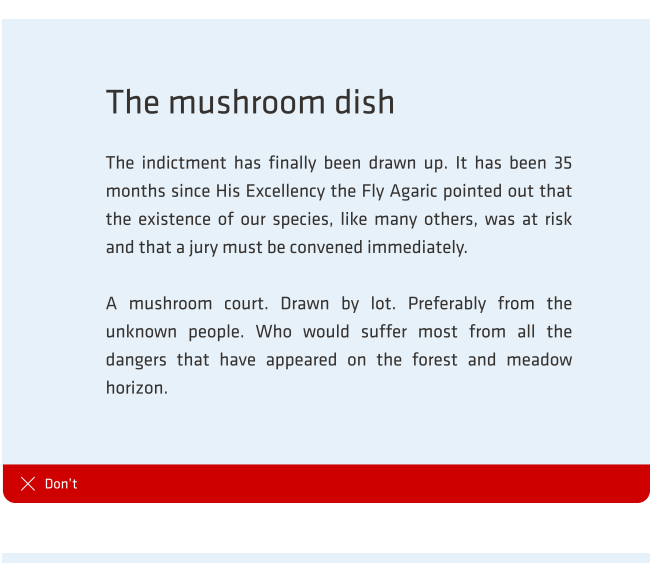
The mushroom dish
The indictment has finally been drawn up. It has been 35 months since His Excellency the Fly Agaric pointed out that the existence of our species, like many others, was at risk and that a jury must be convened immediately.
A mushroom court. Drawn by lot. Preferably from the unknown people. Who would suffer most from all the dangers that have appeared on the forest and meadow horizon.
✓ Do

Keep paragraphs short
For people with cognitive impairments, but also for those without, paragraphs should be kept short and get to the point. People generally find it more difficult to process long texts.



The mushroom dish
The indictment has finally been drawn up. It has been 35 months since His Excellency the Fly Agaric pointed out that the existence of our species, like many others, was at risk and that a jury must be convened immediately.
A mushroom court. Drawn by lot. Preferably from the unknown people. Who would suffer most from all the dangers that have appeared on the forest and meadow horizon.
✓ Do

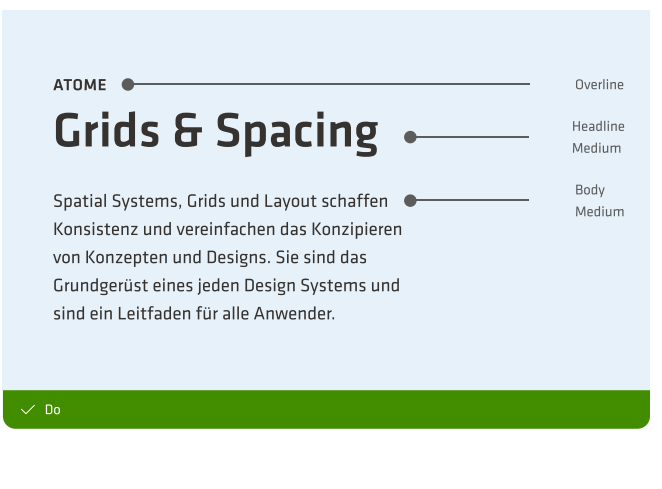
No block text
Text should never be set to block text, as this can lead to unsightly white space or gaps. It also makes texts more difficult to read.



The mushroom dish
The indictment has finally been drawn up. It has been 35 months since His Excellency the Fly Agaric pointed out that the existence of our species, like many others, was at risk and that a jury must be convened immediately.
A mushroom court. Drawn by lot. Preferably from the unknown people. Who would suffer most from all the dangers that have appeared on the forest and meadow horizon.
✕ Don't

Typography component pairs
The font styles should be combined to create a clear hierarchy and balance. Examples of how combinations should be used can be found here: Font combinations

Some use cases require combinations that are more or less pronounced. In these cases, it is possible to use your own combinations as long as you maintain consistent hierarchies.



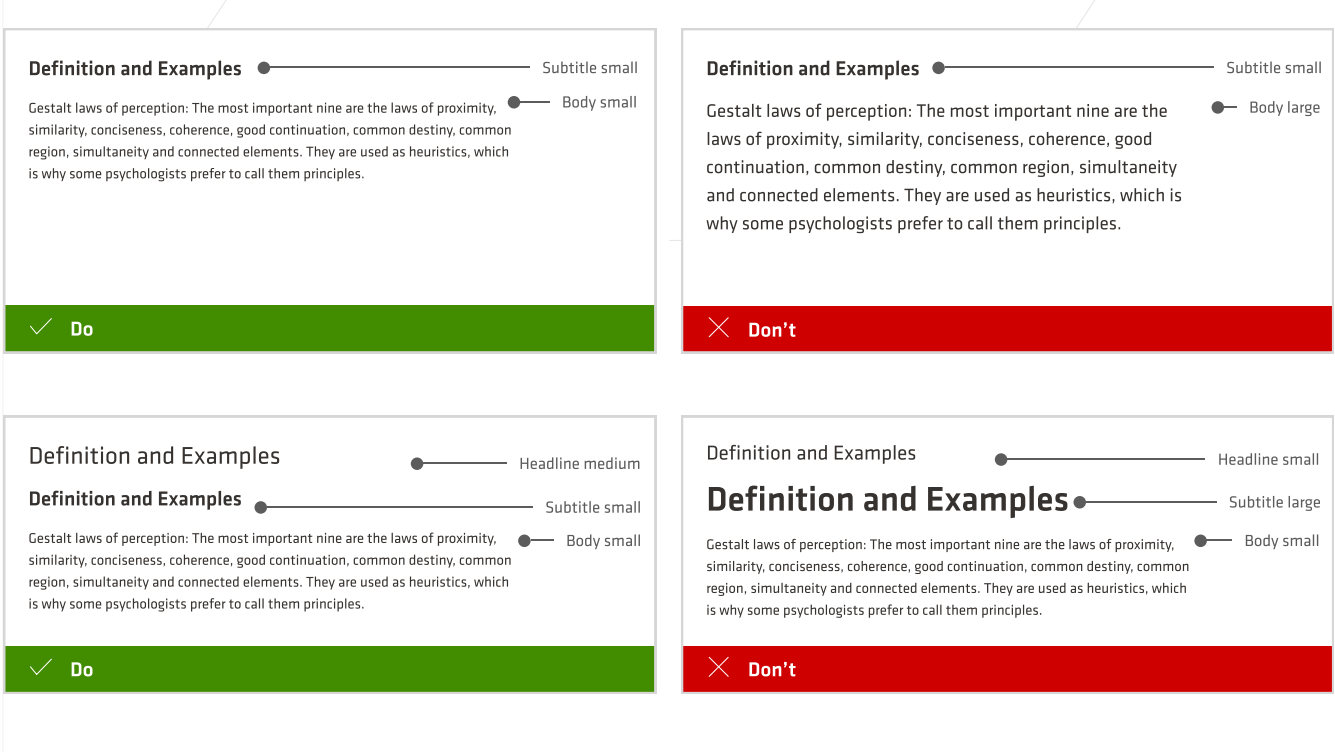
ATOME
Grids & Spacing
Spatial Systems, Grids und Layout schaffen Konsistenz und vereinfachen das Konzipieren von Konzepten und Designs. Sie sind das Grundgerüst eines jeden Design Systems und sind ein Leitfaden für alle Anwender.
✓ Do

Typography: Font Style Combinations++

Equal or smaller

To choose font combinations correctly and avoid mistakes, there is the "equal or smaller" rule. This rule states that font styles may only be combined in the same variant (large, medium, small) or smaller.

For example, a small headline may be combined with a small subtitle. However, the same headline may not be used with a small subtitle. This applies to all pairs of font styles that are used together.



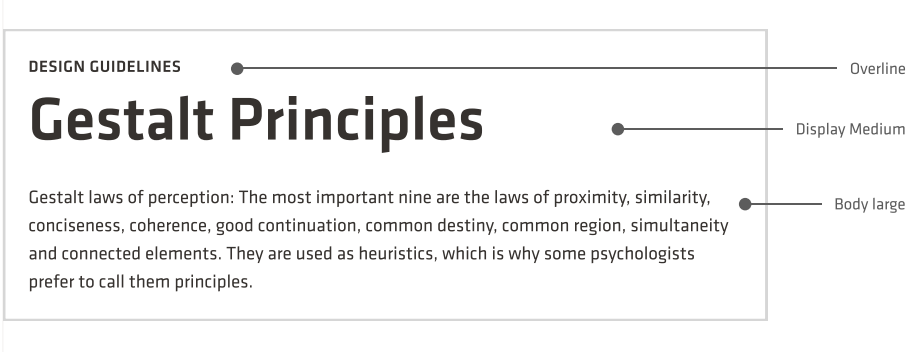
Definition and Examples
Gestalt laws of perception: The most important nine are the laws of proximity, similarity, conciseness, coherence, good continuation, common destiny, common region, simultaneity and connected elements. They are used as heuristics, which is why some psychologists prefer to call them principles.
✓ Do

Definition and Examples
Gestalt laws of perception: The most important nine are the laws of proximity, similarity, conciseness, coherence, good continuation, common destiny, common region, simultaneity and connected elements. They are used as heuristics, which is why some psychologists prefer to call them principles.
✕ Don't

Definition and Examples
Definition and Examples
Gestalt laws of perception: The most important nine are the laws of proximity, similarity, conciseness, coherence, good continuation, common destiny, common region, simultaneity and connected elements. They are used as heuristics, which is why some psychologists prefer to call them principles.
✓ Do

Definition and Examples
Definition and Examples
Gestalt laws of perception: The most important nine are the laws of proximity, similarity, conciseness, coherence, good continuation, common destiny, common region, simultaneity and connected elements. They are used as heuristics, which is why some psychologists prefer to call them principles.
✕ Don't

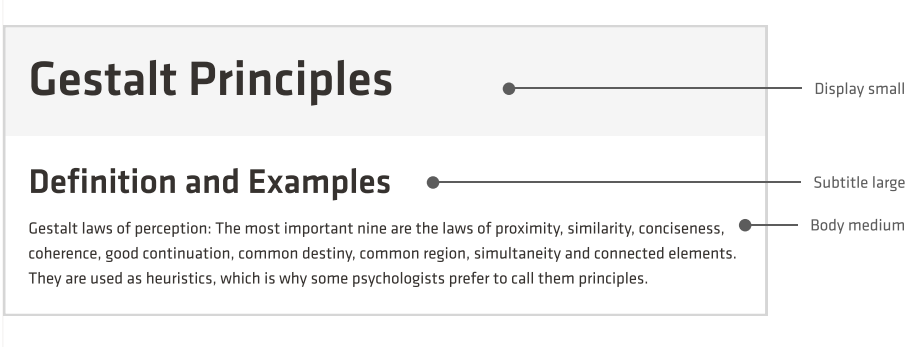
Combine Display Font Styles



DESIGN GUIDELINES
Gestalt Principles
Gestalt laws of perception: The most important nine are the laws of proximity, similarity, conciseness, coherence, good continuation, common destiny, common region, simultaneity and connected elements. They are used as heuristics, which is why some psychologists prefer to call them principles.

Display is a very prominent and large font style. It is defined as H1 and should only be used selectively.

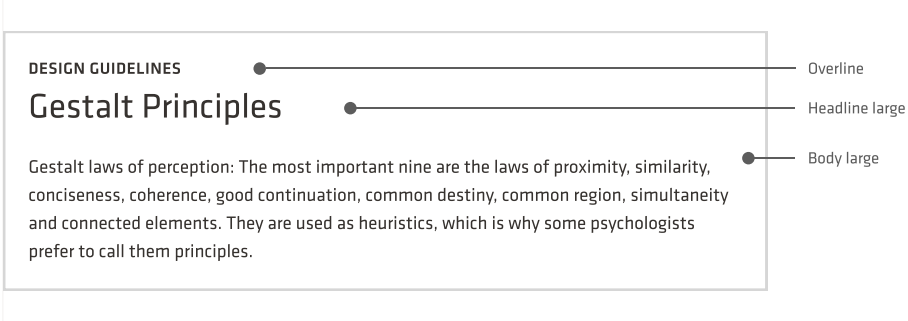
Like any headline, Display can also be used with overline text. The body text follows the "equal or smaller" rule when it comes to whether to use large, medium or small.



Gestalt Principles
Definition and Examples
Gestalt laws of perception: The most important nine are the laws of proximity, similarity, conciseness, coherence, good continuation, common destiny, common region, simultaneity and connected elements. They are used as heuristics, which is why some psychologists prefer to call them principles.

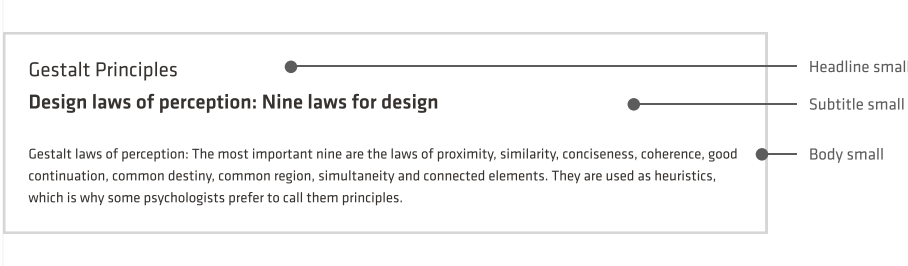
As Display is a very large font style, it is ideal for use as a page header.

Visually separated - for example with a colored background - another headline or a subtitle can also be used below it.

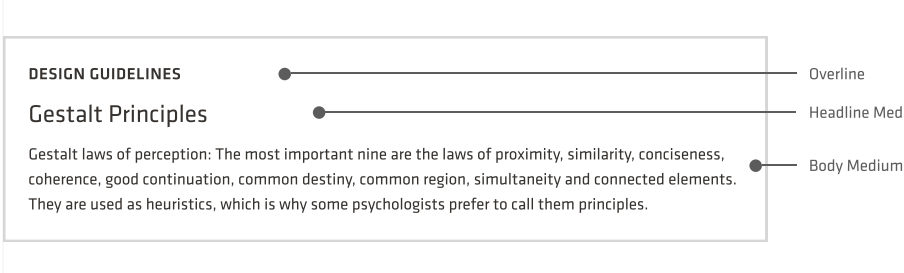


DESIGN GUIDELINES
Gestalt Principles
Gestalt laws of perception: The most important nine are the laws of proximity, similarity, conciseness, coherence, good continuation, common destiny, common region, simultaneity and connected elements. They are used as heuristics, which is why some psychologists prefer to call them principles.

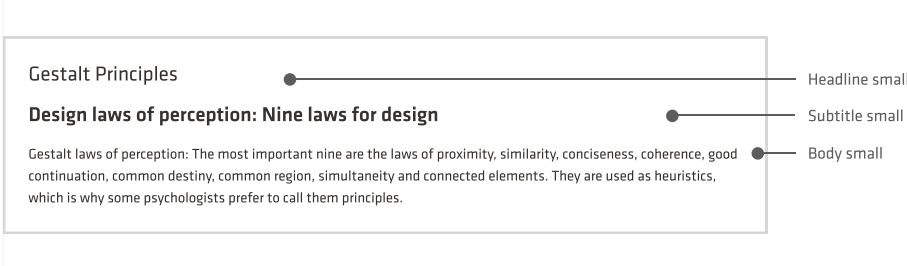
Headline can and may be used with overline. The overline often indicates a superordinate topic, such as "News" or "Services".



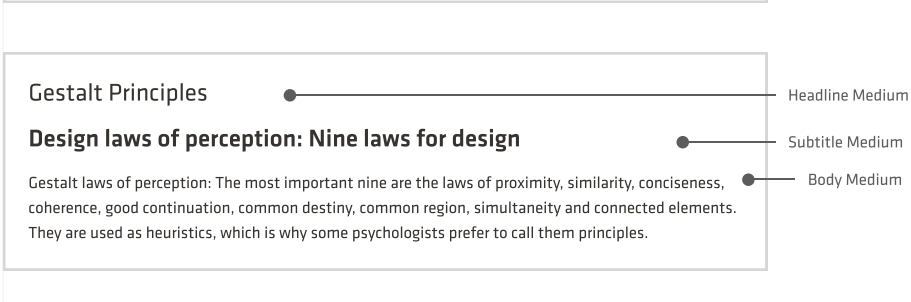
Gestalt Principles
Design laws of perception: Nine laws for design
Gestalt laws of perception: The most important nine are the laws of proximity, similarity, conciseness, coherence, good continuation, common destiny, common region, simultaneity and connected elements. They are used as heuristics, which is why some psychologists prefer to call them principles.



DESIGN GUIDELINES
Gestalt Principles
Gestalt laws of perception: The most important nine are the laws of proximity, similarity, conciseness, coherence, good continuation, common destiny, common region, simultaneity and connected elements. They are used as heuristics, which is why some psychologists prefer to call them principles.



Gestalt Principles
Design laws of perception: Nine laws for design
Gestalt laws of perception: The most important nine are the laws of proximity, similarity, conciseness, coherence, good continuation, common destiny, common region, simultaneity and connected elements. They are used as heuristics, which is why some psychologists prefer to call them principles.



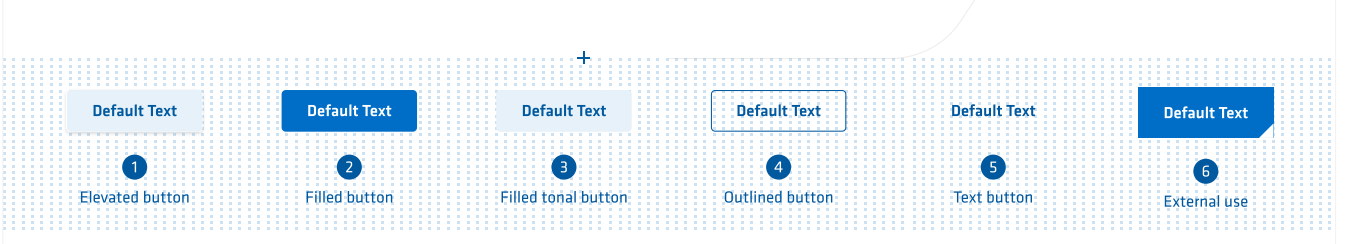
Gestalt Principles
Design laws of perception: Nine laws for design
Gestalt laws of perception: The most important nine are the laws of proximity, similarity, conciseness, coherence, good continuation, common destiny, common region, simultaneity and connected elements. They are used as heuristics, which is why some psychologists prefer to call them principles.

Button++

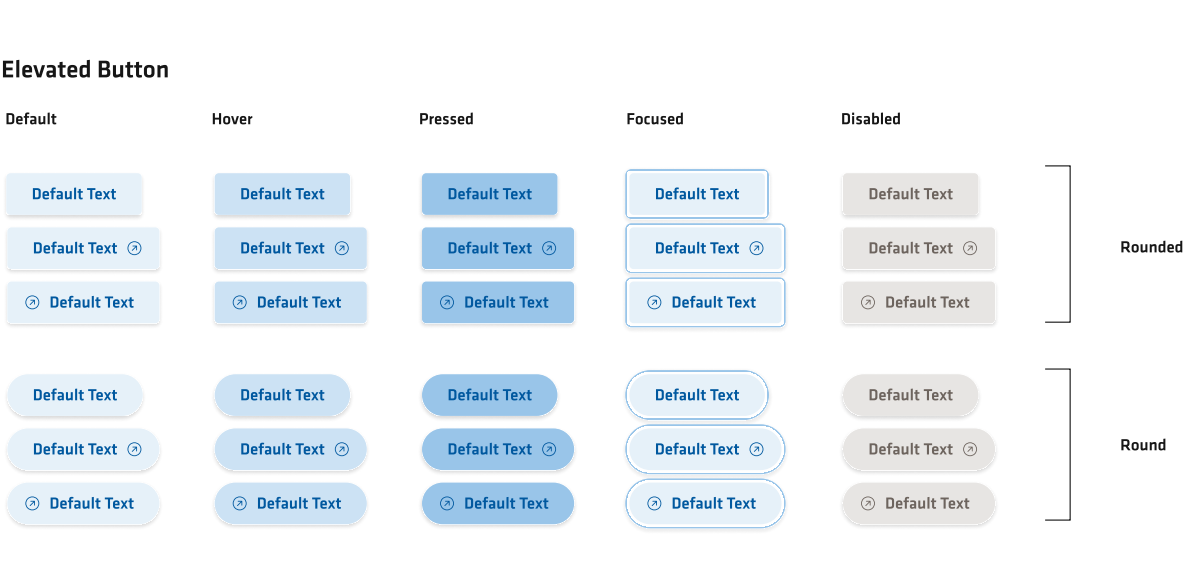
Defined are 6 types of buttons. The "external use" button type is only used on the adesso website for marketing reasons. This type must be used, when maintaining the adesso.de website.

All button types, except for the external use button, are available in 3 different sizes: small, medium, large. As a default the medium size has to be used. The standard shape for all buttons is rounded.

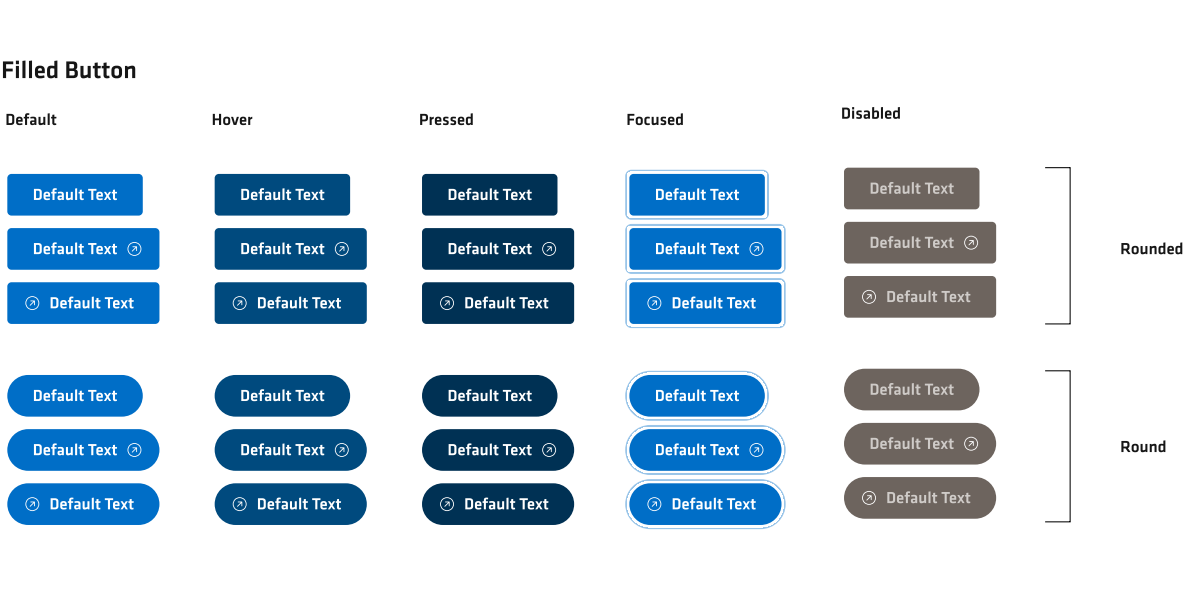
Confluence
Specs
Verwandte Komponenten
Anforderungen
+



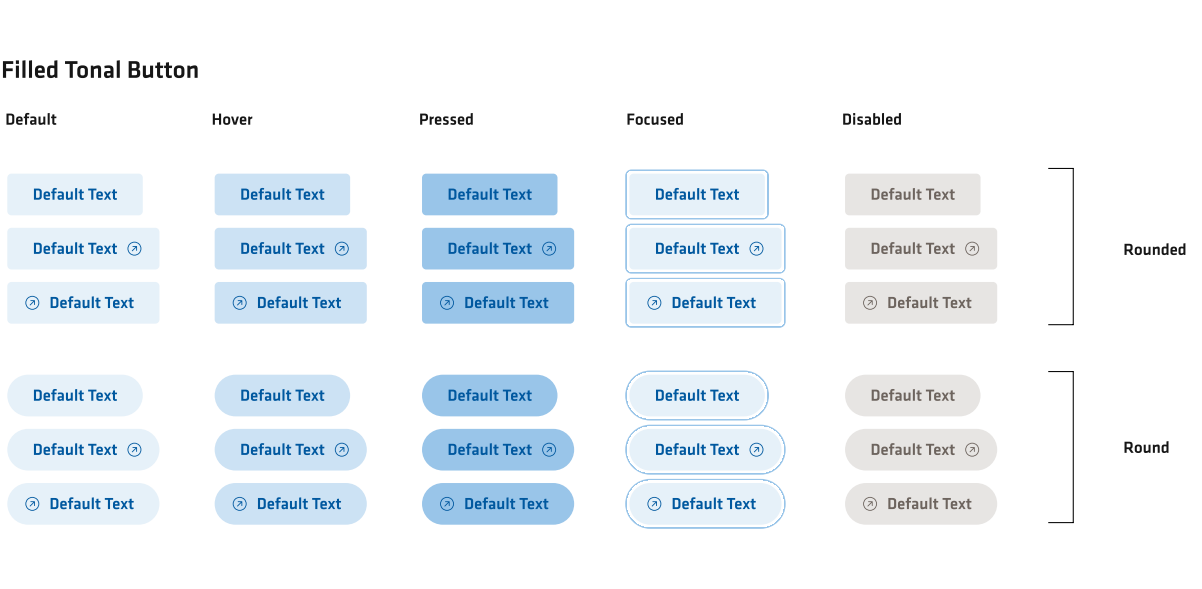
Elevated Button



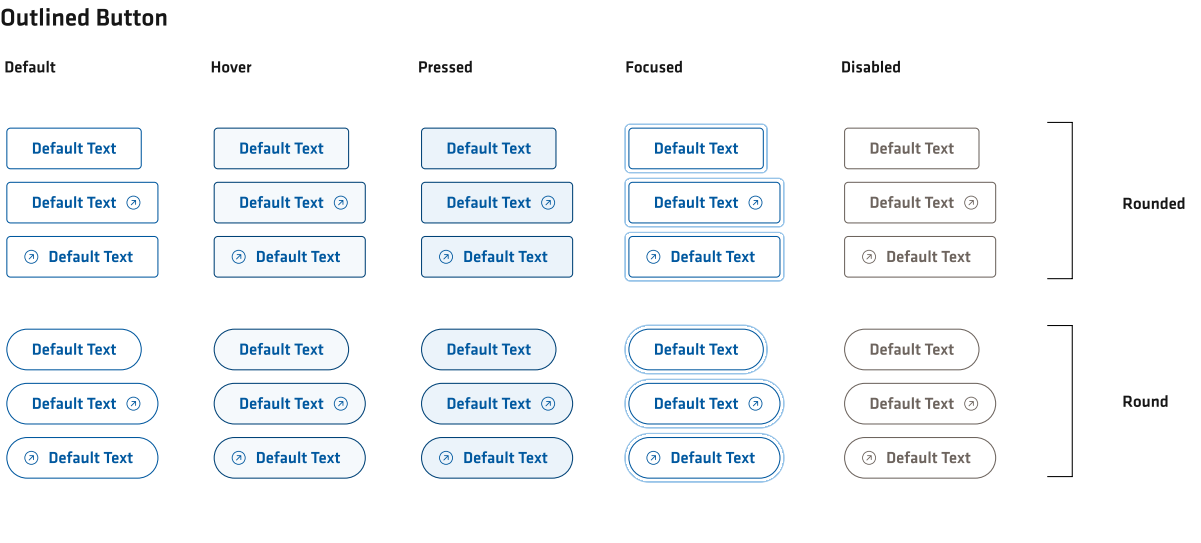
Filled Button



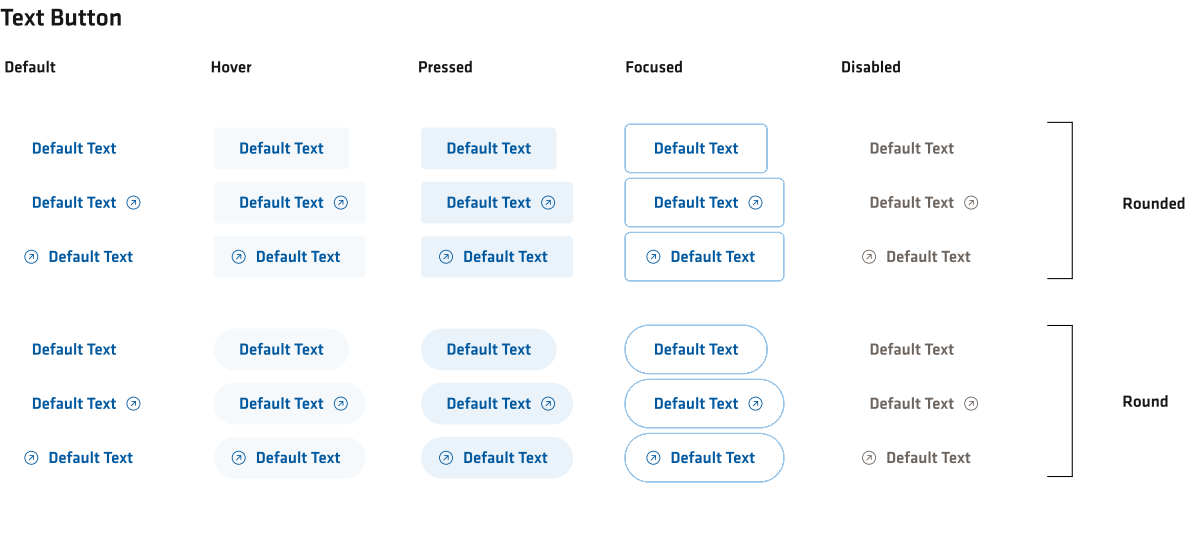
Filled Tonal Button



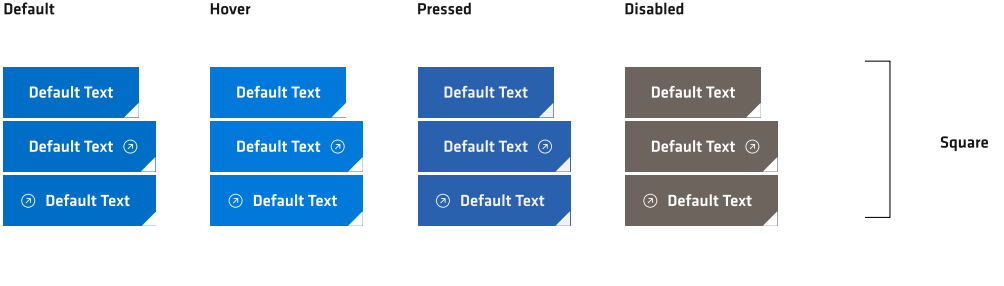
Outlined Button



Text Button



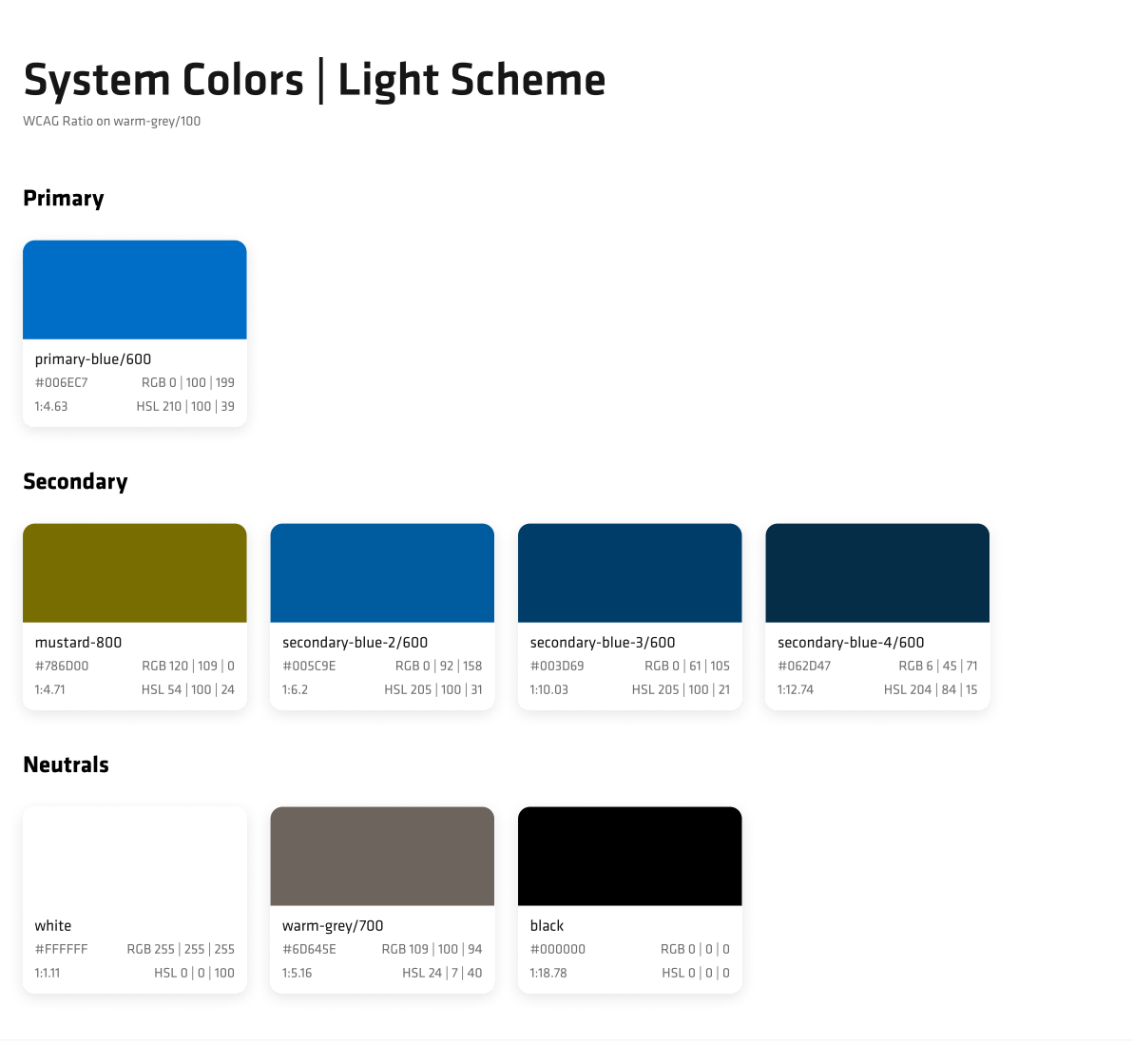
External Use Button



Color++

Description

Confluence
Specs
Verwandte Komponenten
Anforderungen



System Colors | Light Scheme

WCAG Ratio on warm-grey/100

Primary

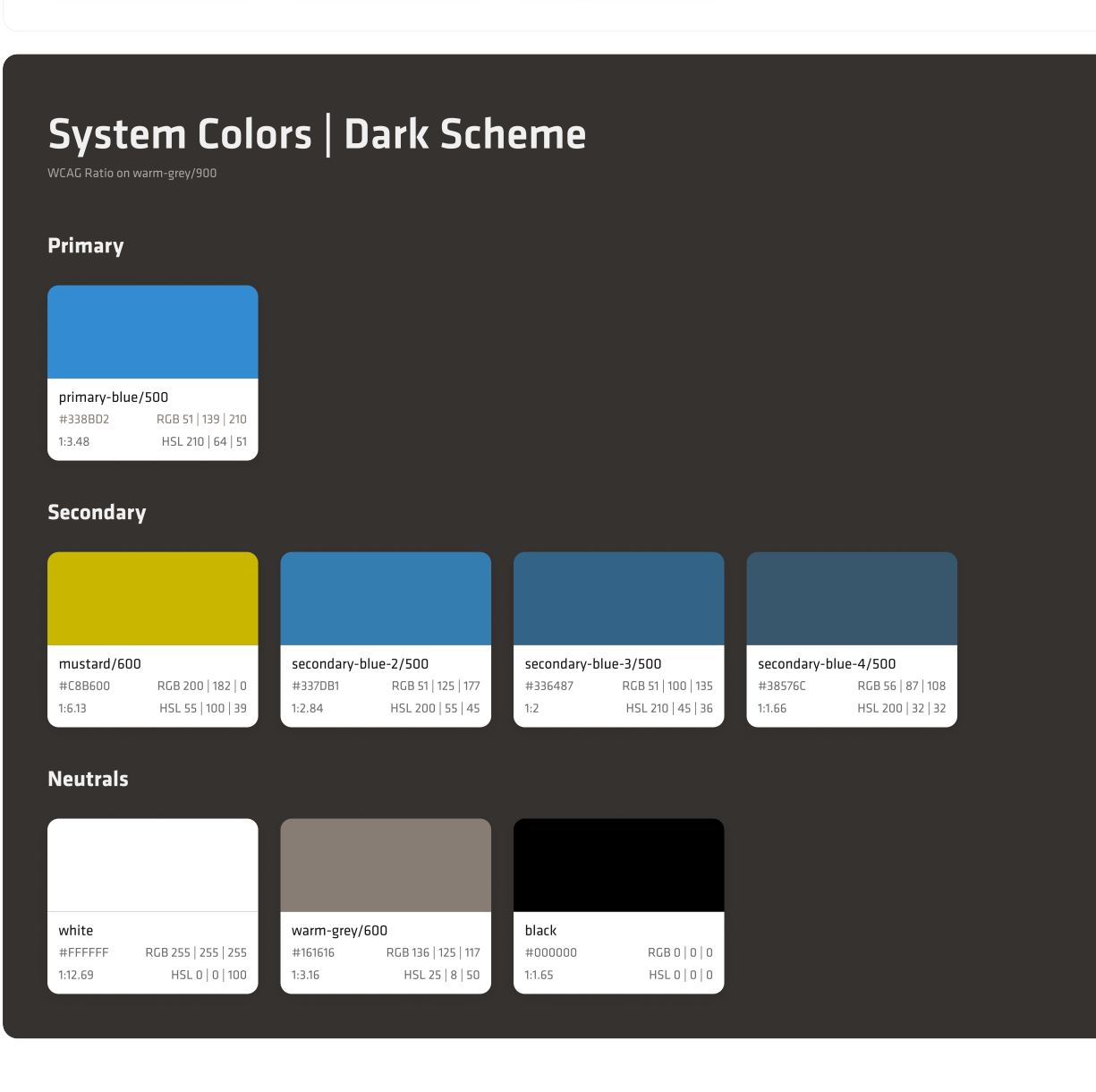
primary-blue/600 #006EC7 RGB 0 | 100 | 199 1:4.63 HSL 210 | 100 | 39

Secondary

mustard-800 #786D00 RGB 120 | 109 | 0 1:4.71 HSL 54 | 100 | 24
secondary-blue-2/600 #005C9E RGB 0 | 92 | 158 1:6.2 HSL 205 | 100 | 31
secondary-blue-3/600 #003D69 RGB 0 | 61 | 105 1:10.03 HSL 205 | 100 | 21
secondary-blue-4/600 #062D47 RGB 6 | 45 | 71 1:12.74 HSL 204 | 84 | 15

Neutrals

white #FFFFFF RGB 255 | 255 | 255 1:1.11 HSL 0 | 0 | 100
warm-grey/700 #6D645E RGB 109 | 100 | 94 1:5.16 HSL 24 | 7 | 40
black #000000 RGB 0 | 0 | 0 1:18.78 HSL 0 | 0 | 0



System Colors | Dark Scheme

WCAG Ratio on warm-grey/900

Primary

primary-blue/500 #338BD2 RGB 51 | 139 | 210 1:3.48 HSL 210 | 64 | 51

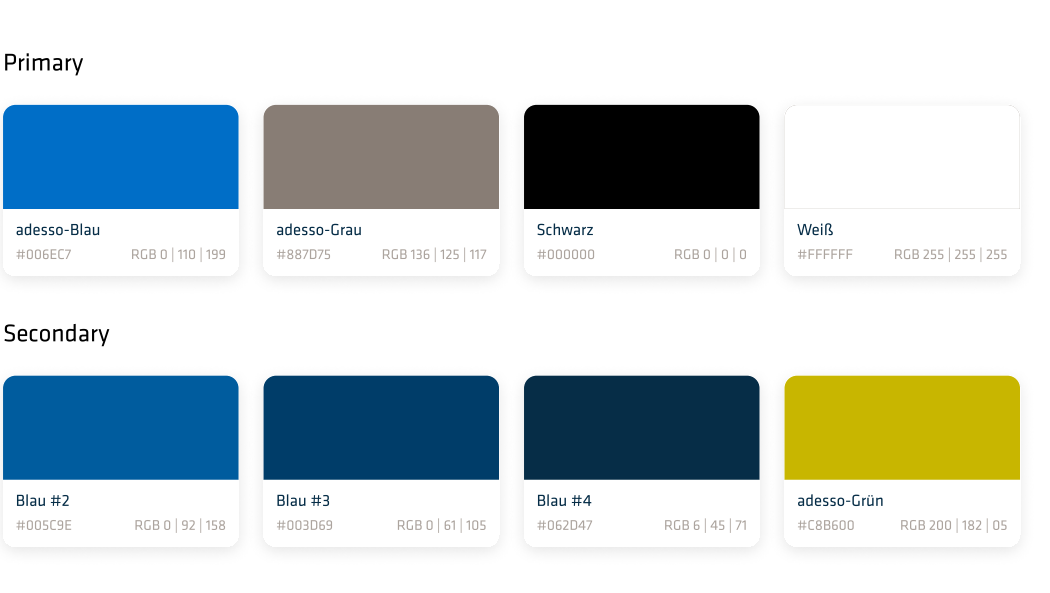
Secondary

mustard/600 #C8B600 RGB 200 | 182 | 0 1:6.13 HSL 55 | 100 | 39
secondary-blue-2/500 #337DB1 RGB 51 | 125 | 177 1:2.84 HSL 200 | 55 | 45
secondary-blue-3/500 #336487 RGB 51 | 100 | 135 1:2 HSL 210 | 45 | 36
secondary-blue-4/500 #38576C RGB 56 | 87 | 108 1:1.66 HSL 200 | 32 | 32

Neutrals

white #FFFFFF RGB 255 | 255 | 255 1:12.69 HSL 0 | 0 | 100
warm-grey/600 #161616 RGB 136 | 125 | 117 1:3.16 HSL 25 | 8 | 50
black #000000 RGB 0 | 0 | 0 1:1.65 HSL 0 | 0 | 0

Origin



Primary

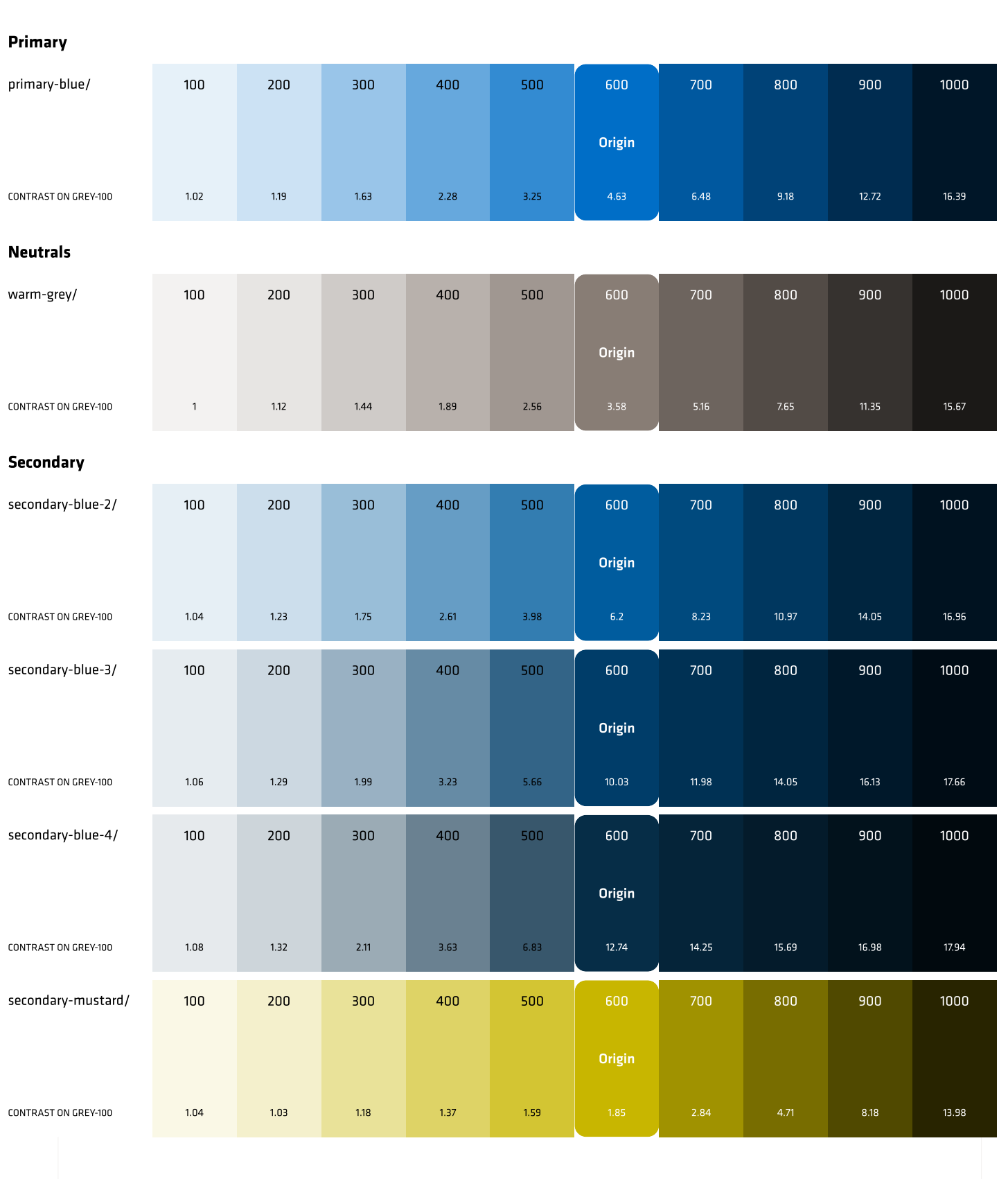
adesso-Blau #006EC7 RGB 0 | 110 | 199
adesso-Grau #887D75 RGB 136 | 125 | 117
Schwarz #000000 RGB 0 | 0 | 0
Weiß #FFFFFF RGB 255 | 255 | 255

Secondary

Blau #2 #005C9E RGB 0 | 92 | 158
Blau #3 #003D69 RGB 0 | 61 | 105
Blau #4 #062D47 RGB 6 | 45 | 71
adesso-Grün #C8B600 RGB 200 | 182 | 05

Tints & Shades

WCAG Ratio on warm-grey/100



Primary

	100	200	300	400	500	600 Origin	700	800	900	1000
primary-blue/ CONTRAST ON GREY-100	1.02	1.19	1.63	2.28	3.25	4.63	6.48	9.18	12.72	16.39

Neutrals

	100	200	300	400	500	600 Origin	700	800	900	1000
warm-grey/ CONTRAST ON GREY-100	1	1.12	1.44	1.89	2.56	3.58	5.16	7.65	11.35	15.67

Secondary

	100	200	300	400	500	600 Origin	700	800	900	1000
secondary-blue-2/ CONTRAST ON GREY-100	1.04	1.23	1.75	2.61	3.98	6.2	8.23	10.97	14.05	16.96
secondary-blue-3/ CONTRAST ON GREY-100	1.06	1.29	1.99	3.23	5.66	10.03	11.98	14.05	16.13	17.66
secondary-blue-4/ CONTRAST ON GREY-100	1.08	1.32	2.11	3.63	6.83	12.74	14.25	15.69	16.98	17.94
secondary-mustard/ CONTRAST ON GREY-100	1.04	1.03	1.18	1.37	1.59	1.85	2.84	4.71	8.18	13.98