

Brand foundations
(<https://designsystem.quickbooks.com/brand-foundations/>)

Core elements

Logo
(<https://designsystem.quickbooks.com/logo/>)

Color
(<https://designsystem.quickbooks.com/color/>)

Typography
(<https://designsystem.quickbooks.com/typography/>)

Photography
(<https://designsystem.quickbooks.com/photography/>)

Secondary elements

Marketing guidelines

Product guidelines

Downloads

Typography

AvenirNext forINTUIT is the cornerstone element of our brand’s visual language. These are our typography and spacing guidelines.



Use simple typography

We ensure consistency by having fewer font sizes available. If you ever see a font size that’s not represented here, select the nearest value according to the hierarchical requirements in your design.

Create clear visual hierarchy

Good typography doesn’t need many style changes to create clear hierarchies. Aim for no more than 3-5 width on any given page.

Use type scale

All elements in our design system need to fit on a 4-pixel design grid. We measure typography by box bounding. Make sure to enter the type size and line height to get the right sizing.

[View Marketing typography scale](https://designsystem.quickbooks.com/bolt/typography-2/)
(<https://designsystem.quickbooks.com/bolt/typography-2/>)

[View Product typography scale](https://designsystem.quickbooks.com/bolt/product-typography/) (<https://designsystem.quickbooks.com/bolt/product-typography/>)

Feedback

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