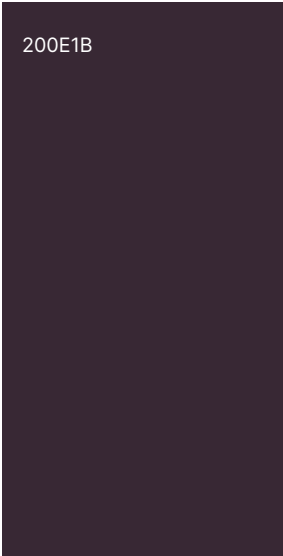




ORA LIVING | BRAND FONT AND COLORS

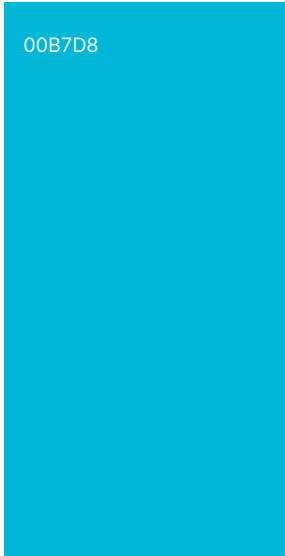
ORA LIVING

Text color



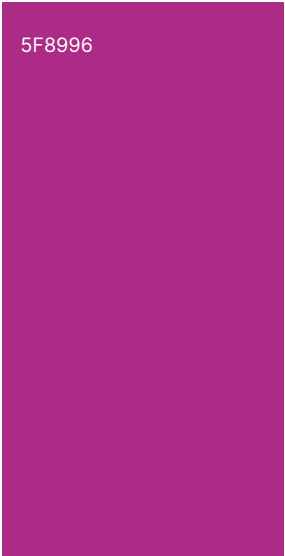
To be used for all text and buttons, with text in white

Text color 2



To be used to highlight certain words in headlines

Supporting color 1



To be used as accents and colour blocks, buttons or call to actions

Supporting color 2



To be used as accents and colour blocks, buttons or call to actions

Supporting color 3



To be used as accents and colour blocks, buttons or call to actions

COLORS

ORA LIVING

TYPEFACE

Inter is a variable font family carefully crafted & designed for computer screens.

Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate “0” from “o”, tabular numbers, etc.

The Inter project is led by Rasmus Andersson, a Swedish maker-of-software living in San Francisco.

FONTS

HERO IMAGE HEADLINE

Inter Light

HEADLINE TYPEFACE

Inter Bold

SUB HEADLINE TYPEFACE

Inter Semi Bold

2ND SUB HEADLINE TYPEFACE (COLOR)

Inter Bold Medium

BODY TYPEFACE

Inter Regular

BODY TYPEFACE 2

Inter Light

Headlines are set in Inter Bold, sub heads in Inter Semi Bold and the body fonts are Inter Regular and Inter Light. Inter Light can also be used for Hero image pages and document covers

HEADLINE

Typeface: Inter Bold
Case: Use upper case
Leading: 100%
Tracking: 0
Kerning: Metrics
Alignment: left-aligned

SUBHEADLINE

Typeface: Inter Semi Bold
Case: Lower
Leading: 100%
Tracking: 0
Kerning: Metrics
Alignment: left-aligned

BODY COPY

Typeface: Inter Regular
Case: Lower
Leading: 100%
Tracking: 0
Kerning: Metrics
Alignment: left-aligned

HERO IMAGE TITLES

Typeface: Inter Light
Same settings as body copy.

HEADLINE

Si Melora extensium

HEADLINE FOR HERO IMAGES

Si Melora extensium

SUBHEADLINE

Si Melora extensium

BODY COPY

Lorem Ipsum dolor sit atem ad infinitum pro du et patria mori ad etfeture.

