SUBTOTAL

01 color systems

02 logo + marks

03 typography

04 iconography

05 www + mobile

SECTION 03
TYPOGRAPHY

The same font should be used across all platforms in order to maintain consistency. Text color is **#000000**, with the exception of links and title blocks. **Font sizes** for varying content is flexible and is up to the user's discretion, but should maintain font weights (based on heading and paragraph hierarchy). In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

THE FONT

The standard fonts for Zinc is Foco and Karla. Foco is used mainly for headings and titles and Karla is used mainly for small headings and paragraphs. If Foco is unavailable, use Oswald.

FOCO BOLD (700)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

KARLA REGULAR (400)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

HIERARCHY

Font weights should reflect the hierarchy of content.

Heading 1: Bold: 700	**Eat out, save up.**	for use as company name and taglines only
Heading 2 Bold: 700	**Eat out, save up.**	for use as section headings and subheadings only
Heading 3 Regular: 400	Eat out, save up. *Eat out, save up.*	for use as small section headings only
Paragraph Regular: 400	Eat out, save up. *Eat out, save up.*	for paragraph and sentence use

TEXT EXAMPLES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.