

Typography Do & Dont

✔ DO

Use approved typefaces only

Inter for:

- Body copy
- UI labels
- Navigation
- Digital interfaces

Source Serif 4 for:

- Editorial highlights
- Long-form reading
- Emphasis moments

✔ Maintain consistent font pairing

Maintain hierarchy

- Headings clearly larger than body text
- Body text readable at standard viewing distance
- Line height between 1.4–1.6 for body copy

✔ Clear structure improves accessibility

✔ Use brand color text appropriately

- Dark gray or navy on light backgrounds
- White text only on dark, high-contrast backgrounds

✔ Always meet WCAG AA contrast standards

✗ DON'T

Don't substitute fonts

- No system fonts
- No decorative or display fonts
- No font recreation of the logo

✗ Logo typography is custom and must not be recreated

Don't distort typography

- No stretching
- No squashing
- No skewing or warping

✗ Maintain original proportions

Don't over-style text

- No drop shadows
- No outlines
- No glows or bevels

✗ Typography should remain clean and readable

Don't misuse color

- No low-contrast combinations
- No brand colors on busy imagery
- No unapproved color substitutions

✗ Accessibility always comes first