

Typography

Typography for True North Employee Benefits prioritizes clarity, accessibility, and professionalism. Type should feel modern and trustworthy, supporting clear communication across both digital and print applications.

PRIMARY TYPEFACE

Used for all body copy, navigation, UI elements, and digital interfaces. Chosen for its excellent readability, modern tone, and wide language support.

SECONDARY / EDITORIAL TYPEFACE

Source Serif 4

Used selectively for editorial moments, long-form reading, or emphasis. Provides contrast and warmth while maintaining a professional tone.

Logo typography is provided as custom vector artwork and must not be recreated or substituted using system fonts. Approved brand typefaces apply to all other applications.