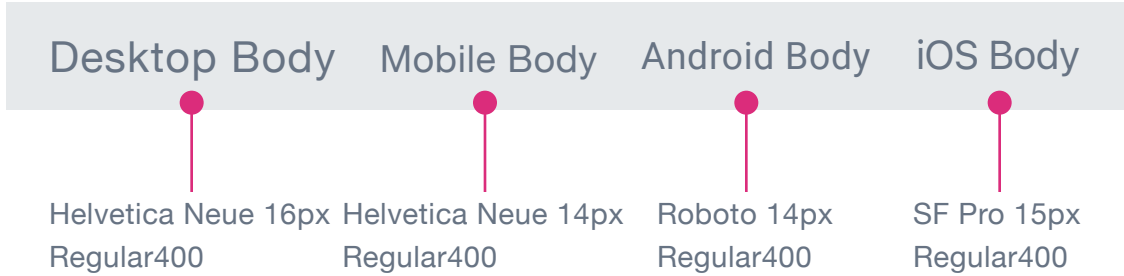


Typography

AB
CD

Principle

- Minimize the number of typefaces we use in the interface.
- Leverage the structure that IOS and Material Design defined.
- Mormally, mobile font size will be 1 level smaller than desktop’s.
Mobile font size will be consistent with native font size (iOS & Android).



AB
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01. Standard

Titles
Titles are the largest text on the screen, reserved for short, important text or numerals.

Subtitles
Subtitles are smaller than headings. Typically they are reserved for medium-emphasis text is short in length.

Body
Body text comes in range 1-2. Body 1 is default size for paragraph, while body 2 supports smaller size text when needed.

Captions
Captions are smaller font sizes that used for annotation. It also has 2 sizes, caption 1 is default size.

AB
CD

02. Presets

Presets are the typography used in components such as Buttons, Chips, Tabs, etc, which are derived from the standard typography.

AB
CD

03. Customization

Customization styles are those not widely used but as complementary text style. For instance, marketing texts used in Jumbotron carousel text 310px.