

VAS NOBLE – TYPOGRAPHY SPEC

Unshackled Landing Page

Important

Typography should feel editorial and restrained — not bold, not loud, not high-contrast tech UI. The visual tone is quiet authority.

Primary Serif — Headlines

Font Name: Playfair Display

Source: Google Fonts

Usage:

- Hero headline (H1)
- Section headlines (H2)
- Major statements
- Emphasis lines
- Closing section headline

Weights Used:

- 400 (rare / subtle)
- 500 (primary)
- 600 (emphasis only)

Primary Weight: 500

(Do NOT default to 600 everywhere — it becomes heavy and loses elegance.)

CSS Reference:

font-family: "Playfair Display", Georgia, "Times New Roman", serif;

Primary Sans Serif — Body + UI

Font Name: Inter

Source: Google Fonts

Usage:

- Body paragraphs
- Supporting copy
- Buttons
- Navigation
- Kicker text
- Form labels
- Card descriptions

Weights Used:

- 400 — Body copy
- 500 — Sub-emphasis / small headings
- 600 — Buttons only

CSS Reference:

font-family: "Inter", system-ui, -apple-system, "Segoe UI", Roboto, Arial, sans-serif;

3 Required Google Fonts Import (Production Version)

Send this exactly:

```
<link rel="preconnect" href="https://fonts.googleapis.com">
```

```
<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
```

```
<link
```

```
href="https://fonts.googleapis.com/css2?family=Inter:wght@400;500;600&family=Playfair+Display:wght@400;500;600&display=swap" rel="stylesheet">
```

Hierarchy Rules (This Is What Prevents “Corporate Drift”)

Hero H1

- Playfair Display
- 500 weight
- Letter-spacing: -0.5px
- Line-height: 1.1–1.15
- Clamp scaling:

font-size: clamp(2.75rem, 4vw, 4rem);

Section H2

- Playfair Display
 - 500 weight
 - Slight negative letter-spacing
 - Line-height: 1.2–1.25
-

Body Copy

- Inter
 - 400 weight
 - Line-height: 1.6–1.75
 - Max width: 640–720px (for readability)
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Buttons

- Inter
 - 600 weight
 - Uppercase
 - Letter-spacing: 0.08em
 - Do NOT over-bold
 - Do NOT add drop shadows
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