

Typography Guidelines

Portrait Text and Avenir Next

Headline Black / Medium 40px

LEVEL 1 SUBHEAD DEMI BOLD / ALL CAPS / 15PX /100PX LETTER SPACING

Level 2 Subhead Demi Bold / Mixed Case / 15px / 5px Letter Spacing

Body 1 Medium 15px/20px

Body 2 Regular 15px/20px

Caption Regular 13px/18px

All Grey Type
Hex ##777777

15px TYPE
20px LINE SPACING

Avenir Medium	—	Camille Oudinot	60 ♥
Avenir Italic	—	Fading Faces	
Avenir Roman	—	\$930	



OFF STATE

LEVEL 1



HEAVY / ALL CAPS / 15PX / 100PX LETTER
SHADDOW X:5 Y:5 B:10

LEVEL 2



MEDIUM / ALL CAPS / 13PX / 100PX LETTER SPACING
1PX RULE.

Level 3

Button

Medium / Mixed Case / 15px / 10px Letter Spacing

HOVER STATE



All Yellow Type
Hex ##E09D00



Button