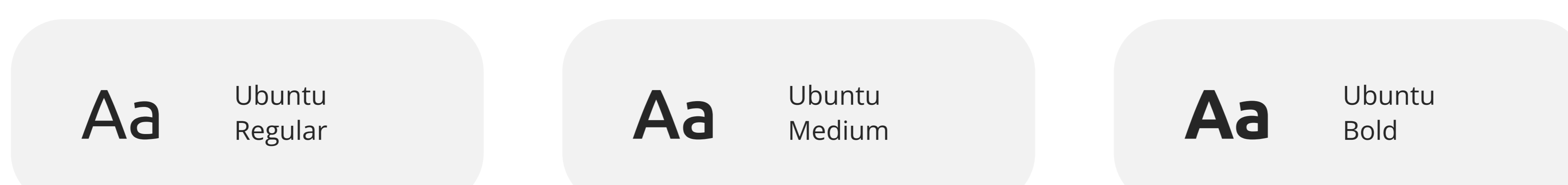


Typography

For the product design we will use two typefaces, Ubuntu, and Open Sans. Each has its purpose for establishing hierarchy, and also to provide ample opportunities when working with text.

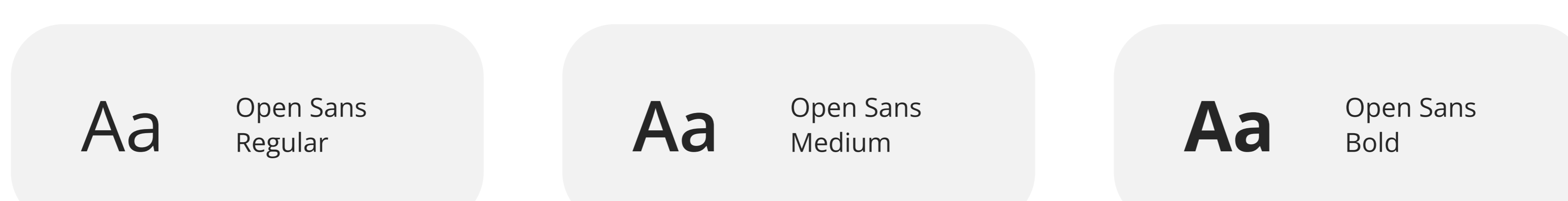
Ubuntu (Primary)

Ubuntu is the primary font we use on Public Web. It is an OpenType-based font family, designed to be a modern, humanist-style typeface. It comes in three weights, regular, medium and bold. We will use this type mainly for titles, and headlines. The only place we should use Ubuntu as a body text, it is over the top-horizontal menu. Ubuntu enhance the design by adding rhythm, creating a clear hierarchy, and providing a strong visual identity to our brand. As for the scale, we recommend a starting size of 18px, and up (Desktop).



Open Sans (Secondary)

This font is our secondary font and it comes in three weights also. Open sans is especially designed and optimized for legibility across print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms, especially at smaller sizes and in larger quantities. We use it in a lot of places, with a size of 16px or less.

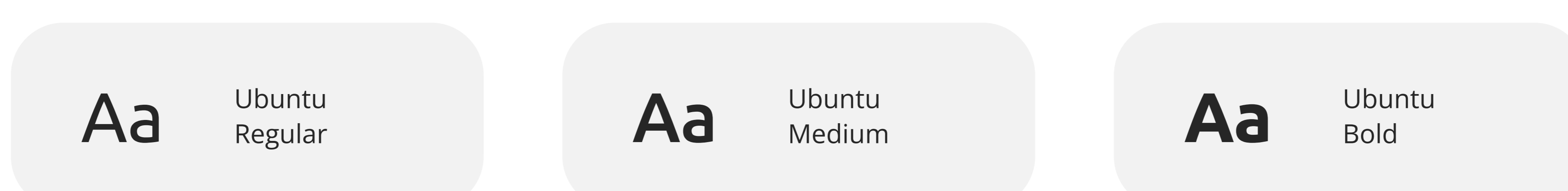


Typography

For the product design we will use two typefaces, Ubuntu, and Open Sans. Each has its purpose for establishing hierarchy, and also to provide ample opportunities when working with text.

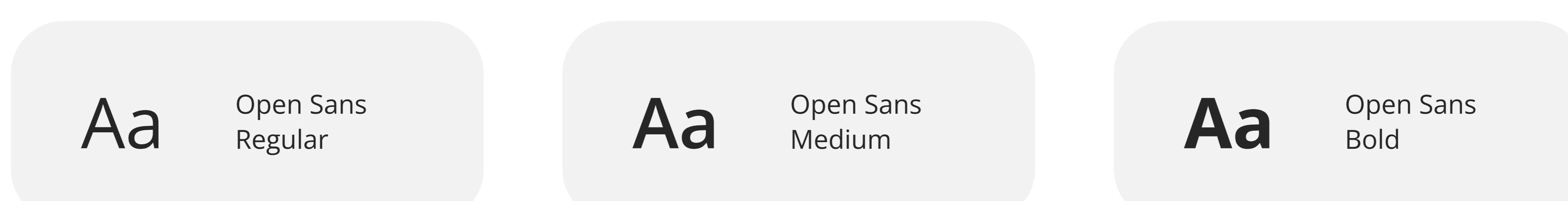
Ubuntu (Primary)

Ubuntu is the primary font we use on Public Web. It is an OpenType-based font family, designed to be a modern, humanist-style typeface. It comes in three weights, regular, medium and bold. We will use this type mainly for titles, and headlines. The only place we should use Ubuntu as a body text, it is over the top-horizontal menu. Ubuntu enhance the design by adding rhythm, creating a clear hierarchy, and providing a strong visual identity to our brand. As for the scale, we recommend a starting size of 18px, and up (Desktop).



Open Sans (Secondary)

This font is our secondary font and it comes in three weights also. Open sans is especially designed and optimized for legibility across print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms, especially at smaller sizes and in larger quantities. We use it in a lot of places, with a size of 16px or less.



Text Styles and Structure

In order to help you quickly identify the correct font sizes, or any other important characteristics, and to apply them to your designs, we have developed the table below:

<p>Headline 1 Font-type: Ubuntu Font-size: 96 Line-height: 110 Bold</p>	<h1>My favorite childhood memory is not paying bills.</h1>
<p>Headline 2 Font-type: Ubuntu Font-size: 72 Line-height: 86 Regular, Bold</p>	<h2>My favorite childhood memory is not paying bills.</h2>
<p>Headline 3 Font-type: Ubuntu Font-size: 60 Line-height: 72 Regular, Bold</p>	<h3>My favorite childhood memory is not paying bills.</h3>
<p>Headline 4 Font-type: Ubuntu Font-size: 48 Line-height: 64 Regular, Bold</p>	<h4>My favorite childhood memory is not paying bills.</h4>
<p>Headline 5 Font-type: Ubuntu Font-size: 36 Line-height: 48 Regular, Bold</p>	<h5>My favorite childhood memory is not paying bills.</h5>
<p>Subtitle 1 Font-type: Ubuntu Font-size: 24 Line-height: 32 Regular, Bold</p>	<h6>My favorite childhood memory is not paying bills.</h6>
<p>Subtitle 2 Font-type: Ubuntu Font-size: 20 Line-height: 30 Regular, Bold</p>	<h6>My favorite childhood memory is not paying bills.</h6>
<p>Subtitle 3 Font-type: Ubuntu Font-size: 18 Line-height: 27 Bold</p>	<h6>My favorite childhood memory is not paying bills.</h6>
<p>Body Text 1 Font-type: Open Sans Font-size: 20 Line-height: 30 Regular, Semibold, Bold</p>	<p>My favorite childhood memory is not paying bills.</p>
<p>Body Text 2 Font-type: Open Sans Font-size: 18 Line-height: 27 Regular, Semibold, Bold</p>	<p>My favorite childhood memory is not paying bills.</p>
<p>Body Text 3 Font-type: Open Sans Font-size: 16 Line-height: 24 Regular, Semibold, Bold</p>	<p>My favorite childhood memory is not paying bills.</p>
<p>Bullet text Font-type: Open Sans Font-size: 18 Line-height: 43 Bullets stroke width: 2 Regular</p>	<ul style="list-style-type: none">• Digital Marketing Specialist• Content Manager• Copywriter• Marketing Manager• Social Media Manager• Performance Marketing Specialist• Web Analyst
<p>Quote 1 Font-type: Ubuntu Font-size: 46 Line-height: 55 Bold</p>	<p>“My favorite childhood memory is not paying bills.”</p>
<p>Quote 2 Font-type: Ubuntu Font-size: 32 Line-height: 37 Bold</p>	<p>“My favorite childhood memory is not paying bills.”</p>