Typography

Typography is the visual representation of the written word. Well-balanced typography is critical to the overall web experience.

Selected fonts are open source and available at:
https://fonts.google.com/

Lora

We use **Lora** for display type. Lora is a well-balanced, contemporary serif font with roots in calligraphy. We chose Lora for its editorial look and feel. It's optimized for screen and print.

HTML

```
<link
href="https://fonts.googleapis.com/ce
s?family=Lora" rel="stylesheet">
```

CSS

```
font-family: 'Lora', serif;
```

Lora can support up to 6 other languages along with English.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Language support

Amharic, Arabic, Chinese, Japanese, Korean, Lao, Khmer, Punjabi, Polish, Portuguese, Cushite, French, Creole, German, Hmong, Ilocano, Italian, Romanian, Russian, Samoan, Spanish, Tagalog, Thai, Ukrainian, Vietnamese

Available in

Regular, Italic, **Bold**, **Bold Italic**

Roboto

We use **Roboto** for body type. It's not only open source but comes with a wide variety of font weights. Roboto has a dual nature: A mechanical skeleton and largely geometric forms.
At the same time, the font features friendly and open curves.

HTML

```
<link
href="https://fonts.googleapis.com/ce
s?family=Roboto" rel="stylesheet">
```

CSS

```
font-family: 'Roboto', sans-serif;
```

Roboto can support up to 8 other languages along with English.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Language support

Amharic, Arabic, Chinese, Japanese, Korean, Lao, Khmer, Punjabi, Polish, Portuguese, Cushite, French, Creole, German, Hmong, Ilocano, Italian, Romanian, Russian, Samoan, Spanish, Tagalog, Thai, Ukrainian, Vietnamese

Available in

Thin, Light, Regular, **Medium**, **Extra Bold**, **Black**, *Italic Set +6*

Display type

Display type, also known as header type, is typically 18 pixels and larger. It's usually used in small quantities for emphasis and effect. Display type helps define the page hierarchy and stands out from rest of the page content.
Example: header 1, header 2, header 3, header 4 and title

Body type

Body type, also known as text type, is type that is designed to be read in large quantities at a small font size. It is usually less than 18 pixels.
Example: Most newspaper, magazine, and web page text.

Scalable pixels

When writing CSS, use px wherever dp or sp is stated.

Identified visual type scale

There are multiple aspect ratios to pick from:
Golden Ratio - 1.618
Perfect Fifth - 1.500
Perfect Fourth - 1.333

How we came up with the next larger size

We picked **Perfect Fourth** based on our needs.
We used 16px(scalable pixels) as a base font size.
16 x 1.333 = 21.328 (21)
21 x 1.333 = 27.993 (28)
and so on

Lora Regular - 67px / 4.208em #C0A6A4

Display 1

Lora Regular - 55px / 3.157em #F1D3D4

Header 1

Lora Regular - 38px / 2.369em #F1D3D4

Header 2

Lora Regular - 28px / 1.777em #F1D3D4

Header 3

Lora Regular - 21px / 1.3em #F1D3D4

Header 4

Roboto Regular - 19px / 1.125em #F1D3D4

Title

Roboto Regular - 16px / 1em #4B4F4B

Body 1 - Primary

Roboto Bold - 16px / 1em #4B4F4B

Body 2 - Strong

Roboto Light - 12px / 0.75em #4B4F4B

Photo caption

Roboto Light - 12px / 0.75em #4B4F4B

Disclaimer

Roboto Medium - Semiacute case - 16px / 1em (Follow button guidelines for cases)

Button

Roboto Medium - 16px / 1em #0B8BAcc (Follow link guidelines for more detail)

I'm a link

Testimony (Lora Regular) 19px / 1.125em #4D4144

Testimony

Testimony (Italic/Lora Regular) (Roboto Italic) 19px / 1em #4D4144

- Member Name

Line height

To achieve proper readability and appropriate pacing, line heights are 10px more than the font size. Line wrapping only applies to the following
- Body
- Links
- Disclaimer
- Testimony
- Header 3, 4

All other styles should exist as single(Auto) lines.

Header 3: Lora Regular - font size: 28px, Line height : 38px, Leading: 38px

Font size: 28px
Line height : 38px

28px

38px

Leading: 38px

Children's bedtime story: The crow and the pitcher story

In a spell of dry weather, when the Birds could find very little to drink, a thirsty Crow found a pitcher with a little water in it. But the pitcher was high and had a narrow neck, and no matter how he tried, the Crow could not reach the water. The poor thing felt as if he must die of thirst. Then an idea came to him. Picking up some small pebbles, he dropped them into the pitcher one by one. With each pebble the water rose a little higher until at last it was near enough so he could drink. In a pinch, a good use of our wits may help us out.

Line breaking

Avoid big indentations, hyphenated words, widows, and orphans.

Don't.

Don't leave large gaps and orphans in a line.

Children's bedtime story: The crow and the pitcher story

In a spell of dry weather, when the Birds could find very little to drink, a thirsty Crow found a pitcher with a little water in it. But the pitcher was high and had a narrow neck, and no matter how he tried, the Crow could not reach the water. The poor thing felt as if he must die of thirst. Then an idea came to him. Picking up some small pebbles, he dropped them into the pitcher one by one. With each pebble the water rose a little higher until at last it was near enough so he could drink. In a pinch, a good use of our wits may help us out.

Do.

Children's bedtime story: The crow and the pitcher story

In a spell of dry weather, when the Birds could find very little to drink, a thirsty Crow found a pitcher with a little water in it. But the pitcher was high and had a narrow neck, and no matter how he tried, the Crow could not reach the water. The poor thing felt as if he must die of thirst. Then an idea came to him. Picking up some small pebbles, he dropped them into the pitcher one by one. With each pebble the water rose a little higher until at last it was near enough so he could drink. In a pinch, a good use of our wits may help us out.

Justified text

Justification works by adding white space between the words in each line so all lines are the same length.

Justification works best in books and magazines (printed material) and not as well in webpage layouts.

Don't.

Don't justify all lines.

Children's bedtime story: The crow and the pitcher story

In a spell of dry weather, when the Birds could find very little to drink, a thirsty Crow found a pitcher with a little water in it. But the pitcher was high and had a narrow neck, and no matter how he tried, the Crow could not reach the water. The poor thing felt as if he must die of thirst. Then an idea came to him. Picking up someone's pebbles, he dropped them into the pitcher one by one. With each pebble the water rose a little higher until at last it was near enough so he could drink. In a pinch, a good use of our wits may help us out.

Don't.

Don't justify with last line aligned center

Children's bedtime story: The crow and the pitcher story

In a spell of dry weather, when the Birds could find very little to drink, a thirsty Crow found a pitcher with a little water in it. But the pitcher was high and had a narrow neck, and no matter how he tried, the Crow could not reach the water. The poor thing felt as if he must die of thirst. Then an idea came to him. Picking up some small pebbles, he dropped them into the pitcher one by one. With each pebble the water rose a little higher until at last it was near enough so he could drink. In a pinch, a good use of our wits may help us out.

Left align text

Left align

Don't.

Don't align right

Children's bedtime story: The crow and the pitcher story

In a spell of dry weather, when the Birds could find very little to drink, a thirsty Crow found a pitcher with a little water in it. But the pitcher was high and had a narrow neck, and no matter how he tried, the Crow could not reach the water. The poor thing felt as if he must die of thirst. Then an idea came to him. Picking up some small pebbles, he dropped them into the pitcher one by one. With each pebble the water rose a little higher until at last it was near enough so he could drink. In a pinch, a good use of our wits may help us out.

Don't.

Don't align center

Children's bedtime story: The crow and the pitcher story

In a spell of dry weather, when the Birds could find very little to drink, a thirsty Crow found a pitcher with a little water in it. But the pitcher was high and had a narrow neck, and no matter how he tried, the Crow could not reach the water. The poor thing felt as if he must die of thirst. Then an idea came to him. Picking up some small pebbles, he dropped them into the pitcher one by one. With each pebble the water rose a little higher until at last it was near enough so he could drink. In a pinch, a good use of our wits may help us out.

Color contrast: Level AA

Web content must pass the color contrast check for level AA.

It requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text.

Resource:
http://webaim.org/resources/contrastchecker/

Don't.

I'm normal text	WCAG AA Fail WCAG AAA Fail
I'm large text	WCAG AA Fail WCAG AAA Fail
I'm normal text	WCAG AA Fail WCAG AAA Fail
I'm large text	WCAG AA Fail WCAG AAA Fail

Do.

I'm normal text	WCAG AA Pass WCAG AAA Pass
I'm large text	WCAG AA Pass WCAG AAA Pass
I'm normal text	WCAG AA Pass WCAG AAA Pass
I'm large text	WCAG AA Pass WCAG AAA Pass

Don't break web conventions

The link color is blue

Don't use blue headers. Blue is the web convention for a clickable elements and we do not want to confuse users.

Don't.

I'm a link

I'm a header

Do.

I'm a link

I'm a header

<link>Learn more about color guidelines</link>