

Typography



PRIMARY TYPEFACE

Plus Jakarta Sans

One contemporary family for headlines, body copy, labels and product interfaces.

A CONTROLLED RANGE

Five weights. Clear roles.

REGULAR 400 Everyday clarity

MEDIUM 500 Useful emphasis

SEMIBOLD 600 Labels and subheads

BOLD 700 Confident headlines

EXTRABOLD 800 Expressive display

TYPE SCALE

Display 64/68

Heading one 48/54

Heading two 36/43

Heading three 26/33

Body large 20/30

Body 16/25 keeps guidance readable and calm.

Caption 12/18 for secondary information only.

EDITORIAL RULES

Set type to help people move.

Do

- Use sentence case
- Align text left
- Balance headline breaks
- Keep body lines 45–75 characters
- Use tabular figures for money

Do not

- Center long paragraphs
- Use more than three weights
- Squeeze line spacing
- Separate currency from amount
- Use all caps for sentences

65%

Always keep the condition next to the number.