

FONTS

Smart Start has specific brand fonts and rules for how and when to use the fonts.

HEADINGS

THIS IS OPEN SANS EXTRA BOLD (18pt)

THIS IS OPEN SANS BOLD (18pt)

THIS IS OPEN SANS SEMIBOLD (16pt)

THIS IS OPEN SANS REGULAR (14PT)

THIS IS OPEN SANS LIGHT (14PT)

BODY COPY - WEB

This is Open Sans Light (14px approximation)

This is Open Sans Light (10px approximation)

This is Open Sans Regular (14px approximation)

This is Open Sans Regular (10px approximation)

This is Open Sans Bold (14px approximation)

This is Open Sans Bold (10px approximation)

BODY COPY - PRINT

This is Lato Light (11pt)

This is Lato Light (10pt)

This is Lato Regular (11pt)

This is Lato Regular (10pt)

This is Lato Italics (11pt)

This is Lato Italics (10pt)

This is Lato Bold (11pt)

This is Bold (10pt)

Open Sans is a humanist sans-serif typeface. It's elegant and sophisticated, yet modern. It's very legible, offers an excellent reading experience, and has a superior typographic range useful for a wide variety of situations.

Use the Open Sans family of fonts for headings in either print or web (heavier weights and/or all caps).

All web copy should use 10px to 14px sizes of the Open Sans family (light, regular, semibold, italics).

All print body copy should use the **Lato** or Open Sans font families in 10pt or 11pt.

Lato is a sans-serif font but uses classical proportions to give the letterforms familiar harmony and elegance. At the same time, it has a sleek modern look. The semi-rounded details of the letters allow for excellent readability in print and give Lato a feeling of warmth, while the strong structure provides stability and seriousness.