Typography

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Typography reflects Truvami’s identity and ensures clear, consistent communication. A well-balanced hierarchy, appropriate spacing, and carefully chosen font sizes enhance readability and create a unique visual experience.

The Truvami Brand Font and Font Styles

Poppins

Poppins Bold
Poppins SemiBold
Poppins Medium
Poppins Regular
Poppins Light
Poppins ExtraLight

Font Style Use*

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Headings

Heading are generally written in **Bold**

Subheadings

Subheading are generally written in **SemiBold**

Body Text

Body text is generally written in regular or **medium**

Quotes

For quotes, we generally use ***Light*** or ***ExtraLight*** in ***italic***

Emphasis in Body Text

For emphasis within body text, we generally use **Bold**

**Exceptions may be applied to enhance contrast with the background or for other intentional design reasons.*

Font Hierarchy*

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Title – Subtitle
Ratio of at least **1.5**:1

Subtitle – Body Text
Ratio of at least **1.25**:1

Body Text **–** *Quotes*
Generally a ratio of 1:1

Body Text **– Emphasized Text**
Generally a ratio of 1:1
For single-line statements, it can have a ratio of 1:**1.1.**

**Exceptions may be applied to enhance contrast or for other intentional design reasons.*

Spacing & Highlighting

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Spacing

As a general rule, the line spacing within text should be **125% – 150% of the font size used**, depending on the specific application.
Line spacing between different text elements or font styles may be larger if it serves a specific purpose, such as contrast or visual design.

Highlighting

In body text, **certain words** can be **emphasized** to provide the reader with:

- an easy to follow **structure**
- easier **orientation** in longt texts
- a better **understanding** of the text
- increased **memorability** of its content

Upper / Lower Case

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Titles

In titles, the first letters of all words is **capitalized**, if the title consists of only a **few words.**

If it's a describing title and consists of a **whole sentence**, only the first word is capitalized (and common spelling).

Sub Titles

Sub titles are spelt commonly
Sub titles are written without periods

Body Text

Body text is spelt commonly.

Brand Colors

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Our brand colors create a strong visual identity and ensure consistency across all touchpoints. They evoke emotions, enhance recognition, and help communicate our brand's personality effectively.

Primary Color

HEX: #00DDB3
RGB: 0, 221, 179
CMYK: 100, 0, 19, 13

Our primary color is the core of our brand identity, ensuring consistency and instant recognition. It sets the tone for our visual communication and is used across key brand elements to create a strong and unique look.

Secondary Color

HEX: #001155
RGB: 0, 17, 85
CMYK: 100, 88, 5, 35

Our secondary color complements the primary color, adding depth and flexibility to our visual identity. It enhances contrast, creates visual interest, and is used to highlight key elements while maintaining brand consistency.

Support Colors

HEX: #9BEAD9
RGB: 155, 234, 217
CMYK: 34, 0, 7, 8

HEX: #28A5A6
RGB: 40, 165, 166
CMYK: 76, 1, 0, 35

HEX: #FF0000
RGB: 255, 0, 0
CMYK: 0, 100, 100, 0

Support colors add versatility, helping to structure content and create a balanced design without overpowering the primary and secondary colors.

Gradients

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#00DDB3 -- #28a5a6
from lighter to darker and
at an angle (not a straight line)

#00DDB3 -- #00C0C0 -- #00A2BC
-- #3B84A9 -- #4F678A -- 4E4D65
from lighter to darker and
at an angle (not a straight line)