**DEMAND || PROS**

*Be Found. Be Chosen.*

**Typography System**

Fonts, Weights, Colors & Usage Guidelines

Version 1.0 | January 2025

# 1. System Overview

The Demand Pros typography system uses four carefully selected typefaces. Inter serves as the primary workhorse. Oswald adds energy to headlines. DM Serif Display brings editorial sophistication. Architects Daughter creates an approachable feel for educational content.

|  |  |  |
| --- | --- | --- |
| **Typeface** | **Primary Use** | **Source** |
| **Inter** | Logo, UI, Body Copy, CTAs | Google Fonts |
| **Oswald** | Headlines, Promos, Section Titles | Google Fonts |
| **DM Serif Display** | Article Headings, Quotes | Google Fonts |
| **Architects Daughter** | Diagrams, Whiteboard, Educational | Google Fonts |

# 2. Inter

*Primary typeface for logo, UI, navigation, and body copy.*

## Weights & Usage

|  |  |  |
| --- | --- | --- |
| **Weight** | **Value** | **Use For** |
| Regular | 400 | Body copy, descriptions, taglines |
| Medium | 500 | Emphasis, subheadings |
| Semi-Bold | 600 | Navigation, labels |
| Bold | 700 | Logo, CTAs, strong emphasis |

## Specifications

* Logo letter-spacing: -1px (or -0.007em)
* Logo line-height: 1.0
* Body copy size: 16px
* Body line-height: 1.7
* Tagline: Regular 400, uppercase, 2px letter-spacing

# 3. Oswald

*Headlines, promotional content, and high-impact messaging.*

## Weights & Usage

|  |  |  |
| --- | --- | --- |
| **Weight** | **Value** | **Use For** |
| Regular | 400 | Secondary headlines |
| Medium | 500 | Section titles |
| Semi-Bold | 600 | Primary headlines (recommended) |
| Bold | 700 | Maximum impact |

## Specifications

* Letter-spacing: 3px
* Line-height: 1.2
* Transform: UPPERCASE (always)
* Light backgrounds: #1A1A1A (near-black)
* Dark backgrounds: #FFFFFF (white)

# 4. DM Serif Display

*Article headings, thought leadership, and editorial content.*

## Usage

* Blog post titles
* Article headings
* Pull quotes
* Thought leadership content

## Specifications

* Weight: 400 (Regular) - single weight font
* Letter-spacing: 0 (default)
* Line-height: 1.2 - 1.3
* Transform: Title Case

# 5. Architects Daughter

*Whiteboard content, diagrams, and educational materials.*

## Usage

* Framework diagrams
* Whiteboard video annotations
* Training materials
* Educational content labels

## Specifications

* Weight: 400 (Regular) - single weight font
* Letter-spacing: 0 (default)
* Line-height: 1.4 - 1.6
* Best size: 18px - 24px

# 6. Text Colors

## On Light Backgrounds

* Primary Text (Headlines): #1A1A1A
* Body Text: #4A4A4A (DEMAND Gray)
* Secondary Text: #666666
* Accent Text: #2E5BFF (Brand Blue)

## On Dark Backgrounds

* Primary Text: #FFFFFF
* Body Text: rgba(255,255,255,0.8)
* Secondary Text: rgba(255,255,255,0.6)
* Accent Text: #2E5BFF (Brand Blue)

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