

Typography

Typography is how our voice takes visual shape. It reflects who we are — precise, approachable, and focused on outcomes. When used right, our typography brings structure to complex ideas and helps messages land with confidence and ease, across every channel.



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6.1

Brand Typeface

Montserrat is our primary typeface. Clean, modern, and highly legible, it reflects the balance we bring — structured but flexible, grounded yet future-ready. With its geometric style and adaptable weights, Montserrat works well across print and digital formats, creating a unified look throughout all our communications.

Montserrat

Headlines | Subheadings | Callouts | Body Text | CTA Text | Visual Highlights | Buttons and UI Elements

Aa

Montserrat *Regular / Italic*

Aa

Montserrat *Medium / Italic*

Aa

Montserrat *Bold / Italic*

Aa

Montserrat *Thin / Italic*

Aa

Montserrat *Light / Italic*

Aa

Montserrat *Semi Bold / Italic*

Arial

Arial is our approved web-safe fallback font, used only when Montserrat is not supported.

Aa

Arial *Regular*

Aa

Arial *Italic*

Aa

Arial *Bold*

Font Sizing and Styles

To keep our communications sharp and consistent, follow the typographic structure outlined here. These styles help maintain a clear hierarchy while making the content easy to scan and read.

Style	Font	Weight	Usage
Headline (H1)	Montserrat	Regular / Medium	Titles Cover Pages Main Headlines
Subheading (H2)	Montserrat	Bold	Section Leads Short Summaries
Tertiary Heading (H3)	Montserrat	Medium	Labels Captions
Body Copy	Montserrat	Regular	Paragraph Content Descriptions
Call to Action	Montserrat	Medium / Bold	Buttons Links