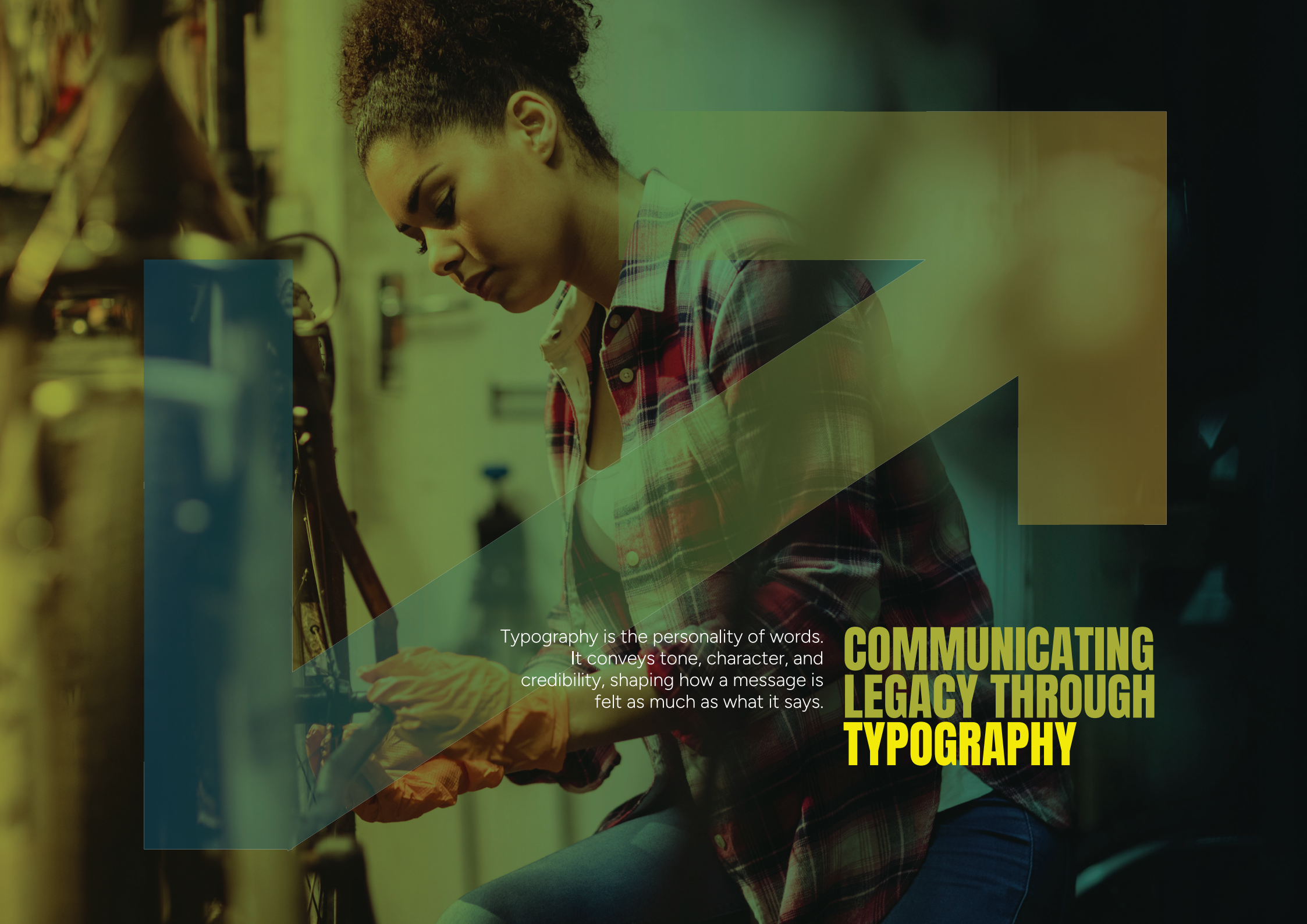


Typography is the personality of words. It conveys tone, character, and credibility, shaping how a message is felt as much as what it says.

COMMUNICATING LEGACY THROUGH TYPOGRAPHY

PRIMARY FONT: ANTON

Anton is a strong typographic choice for an organization focused on transforming lives and reshaping reality because it aligns mission, message, and design with technical strength and historical relevance.

Technically, Anton is a condensed sans serif display typeface built for impact. Its heavy weight, low contrast, and uniform strokes ensure high legibility at large sizes, making it ideal for headlines, calls to action, and campaign messaging. The condensed proportions maximize space efficiency without losing presence, and as a Google Font, Anton guarantees accessibility and consistent performance across platforms and languages.

From a design theory perspective, Anton reflects the idea that form reinforces meaning. Bold typography conveys authority, urgency, and leadership, while the absence of serifs removes distraction and keeps focus on the message. Rooted in modernist principles of clarity and function, its visual weight establishes hierarchy quickly and signals what matters most.

USES: LOGO, TITLES, HEADERS, SHORT TAGLINES.

Historically, Anton draws from grotesque and neo grotesque traditions developed for public communication, including signage, newspapers, and social movements that required clarity and force. This lineage reinforces that typography carries intent and conviction.

In practice, Anton signals confidence, resilience, and momentum. For an organization that speaks up, faces challenges, and drives change, Anton is more than a font choice. It is a declaration of purpose.

Designer: Vernon Adams

Download:

https://fonts.google.com/specimen/Anton

ANTON REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

SECONDARY FONT: FIGTREE

USES: SUBHEADERS, SHORT PARAGRAPHS AND LONG TEXTS

Figtree is an excellent choice for long-form and explanatory content because it is designed for clarity, comprehension, and sustained reading. These qualities are essential for organizations that educate, guide, and build understanding over time.

Technically, Figtree is a modern sans serif typeface engineered for readability. Its clean structure, balanced proportions, generous x-height, and open counters keep text clear at small sizes and comfortable over long passages. The even stroke rhythm reduces visual fatigue, helping readers stay focused when engaging with complex or detailed information.

From a design theory standpoint, Figtree follows the principle that typography should remove friction between the message and the reader. It supports content without demanding attention, allowing meaning to lead. Its neutral tone avoids visual noise, while subtle details prevent the text from feeling cold or mechanical, making it well suited for educational materials, reports, and digital platforms.

Figtree also carries a light humanist influence. Rounded forms and soft curves add warmth and approachability, helping explain difficult or sensitive topics with clarity and trust rather than authority. This balance makes information feel guided and accessible.

Historically, Figtree reflects the evolution of humanist-inspired sans serifs designed for the digital age, where legibility, inclusivity, and long-duration reading are priorities. It performs consistently across screens and print, and as an open-source Google Font, it supports scalability and accessibility.

Paired with a strong display typeface, Figtree becomes the steady foundation of communication. It is clear, calm, and trustworthy, enabling organizations to explain complex ideas in a way that feels human, understandable, and engaging.



Designer: Erik Kennedy

https://www.erikdkennedy.com/projects/figtree.html

Download:

https://fonts.google.com/specimen/Figtree

TRACKING AND KERNING

Anton

Anton is designed for large, highlighted text such as headlines, titles, and key statements. It should be used at larger sizes to achieve impact rather than relying on tracking adjustments. Tracking should remain minimal, at or near 0, allowing the font's natural weight and condensed structure to carry the emphasis. The general principle is to create strength through scale and hierarchy, not added spacing.

Highlights and Headers: Use Anton for headlines, section titles, key statements, and emphasis. It is a display font and should not be used for long text.
Print headers: 18 pt and above
Web headers: 32 px and above
Line spacing: tight, close to font size
Tracking: 0 or slightly negative for compact impact

Figtree

Figtree is designed to read naturally. The goal of tracking and kerning adjustments is not to change its character, but to support long, uninterrupted reading. Subtlety is key. Small, controlled adjustments will preserve its calm, modern tone while ensuring comfort across both print and digital environments.

Body Text and Long Reading:
Use Figtree for paragraphs, explanations, and long-form content.
Print: 9–11 pt
Web: 14–18 px
Line spacing: font size + 2 pt (print) or 1.4–1.6 line-height (web)
Tracking: 0 to slightly positive for better readability

General Spacing Rules

- Never use text smaller than 6 pt.
- Keep consistent spacing between lines to support clarity and visual rhythm.
- Hierarchy should be clear through size, weight, and spacing rather than decorative effects.

Line Length and Spacing Relationship

When line length is long, slightly increase tracking to maintain openness. When line length is short, keep tracking closer to 0 to avoid excessive spacing.

Headings and Emphasis

For headings set in Figtree, tracking can be slightly tighter, around -5 to 0, depending on size and weight. This helps maintain compactness and visual strength without compromising clarity.



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