



This guide provides detailed instructions on using typography effectively in Word documents and PowerPoint presentations for Dulwich Hamlet Junior School. Consistent typography helps us maintain a professional and cohesive appearance in all our communications.

TYPOGRAPHY BASICS

Our Core Internal Font Family

Primary Font: Poppins

Secondary Font: Arial (use only when Poppins is not available)

FONT WEIGHTS

Regular: For body text and general use

Bold: For headings, subheadings, and emphasis

Italic: For emphasis within body text or subheadings

WORD DOCUMENTS

Title Page

Title: Poppins Bold, 36 pt

Subtitle: Poppins Medium, 24 pt

Author Name: Poppins Regular, 18 pt

Date: Poppins Regular, 18 pt

Headings

Heading 1: Poppins Bold, 28 pt

Heading 2: Poppins Bold, 22 pt

Heading 3: Poppins Bold, 18 pt

Body Text

Paragraph Text: Poppins Regular, 12 pt

Bullet Points: Poppins Regular, 12 pt

Captions: Poppins Regular, 10 pt

Margins and Spacing

Margins: 1 inch on all sides

Line Spacing: 1.15 for paragraphs

Spacing Before/After Paragraphs: 6 pt

POWERPOINT PRESENTATIONS

Slide Titles

Title: Poppins Bold, 32 pt

Subtitle: Poppins Regular, 24 pt

Slide Headings

Heading 1: Poppins Bold, 28 pt

Heading 2: Poppins Bold, 22 pt

Heading 3: Poppins Bold, 18 pt

Body Text

Paragraph Text: Poppins Regular, 18 pt

Bullet Points: Poppins Regular, 18 pt

Captions: Poppins Regular, 14 pt

CONSISTENCY

Ensure that the same font styles and sizes are used throughout each document or presentation to maintain a cohesive look.

READABILITY

Avoid using too many different weights or sizes in a single document or presentation.

Ensure sufficient contrast between text and background.

Use Bold for important points or headings.

Use Italic sparingly to highlight terms or titles.

ACCESSIBILITY CONSIDERATIONS

Use large enough font sizes, especially in presentations viewed from a distance.

Avoid colour combinations difficult for those with colour blindness.

Prefer black text on a white background in most instances.

