

Typography quick guide

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

TYPOGRAPHY BASICS

Our Core internal Font Family

- Primary Font: Jost
- Secondary Font: Arial (use only when Jost 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: Jost Bold, 36 pt
- Subtitle: Jost Medium, 24 pt
- Author Name: Jost Regular, 18 pt
- Date: Jost Regular, 18 pt

HEADINGS

- Heading 1: Jost Bold, 28 pt
- Heading 2: Jost Bold, 22 pt
- Heading 3: Jost Bold, 18 pt

BODY TEXT

- Paragraph Text: Jost Regular, 12 pt
- Bullet Points: Jost Regular, 12 pt
- Captions: Jost 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: Jost Bold, 32 pt
- Subtitle: Jost Regular, 24 pt
- Slide Headings
- Heading 1: Jost Bold, 28 pt
- Heading 2: Jost Bold, 22 pt
- Heading 3: Jost Bold, 18 pt

BODY TEXT

- Paragraph Text: Jost Regular, 18 pt
- Bullet Points: Jost Regular, 18 pt
- Captions: Jost 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 that there is sufficient contrast between the text and the background to enhance readability.
- Emphasis
- Use Bold for important points or headings to draw attention.
- Use Italic sparingly for emphasis or to highlight special terms or titles.

ACCESSIBILITY CONSIDERATIONS

- Ensure font sizes are large enough to be easily readable, especially for presentations viewed from a distance.
- Avoid color combinations that may not be distinguishable to individuals with color blindness. It is advised to use black text on a white background in most instances.