

## Typography

### Primary

#### Bricolage Grotesque

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

0123456789

Regular	AI-native systems
Medium	AI-native systems
SemiBold	AI-native systems
Bold	AI-native systems

## Agient

### Secondary

#### Cash Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

0123456789

Regular	AI-native systems
Medium	AI-native systems
SemiBold	AI-native systems
Bold	AI-native systems

## Typeface

Aa

Bricolage Grotesque

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

0123456789

Bb

Cash Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 0123456789

## Typography Do's

- ✓ Use Bricolage Grotesque for strong, impactful headlines
- ✓ Use Cash Sans for clean and readable body text
- ✓ Maintain a clear hierarchy between headings and body
- ✓ Keep spacing consistent (line height, letter spacing)
- ✓ Use proper alignment (left-aligned preferred for readability)
- ✓ Ensure high contrast between text and background

## Typography

### Primary

#### BOWLBY ONE SC

AA BB CC DD EE FF GG HH

II JJ KK LL MM NN OO PP

QQ RR SS TT UU VV WW

XX YY ZZ

0123456789

REGULAR

MEDIUM

SEMIBOLD

BOLD

AI-native systems

AI-native systems

AI-native systems

AI-native systems

### Secondary

#### BREE SERIF

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

0123456789

## Typeface

Aa

BOWLBY ONE SC

AA BB CC DD EE FF GG HH

II JJ KK LL MM NN OO PP

QQ RR SS TT UU VV WW XX

YY ZZ 0123456789

Bb

Bree Serif

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 0123456789

# Typography Don't

- ✗ Do not use ALL CAPS for long paragraphs (reduces readability)
- ✗ Do not apply random font weights without hierarchy purpose
- ✗ Do not use inconsistent line spacing across sections
- ✗ Do not place text too close to edges (poor padding/margins)