Typography

Our Typography

Lobster and Arimo are the primary fonts used on our digital material due to their unique uses and versatile characteristics. Montserrat-Black may be used for extra emphasis on promotional pricing or keywords but is not to be thought of as a replacement for Arimo or Lobster. Maintaining typographic hierarchy, contrast, and clarity are very important for usability.

Lobster

Lobster is our primary site font, chosen for it's friendly, creative nature. Its character is coupled with clear legibility due to its high contrast and high character x-height. This font is used as a headline font throughout the site.

Arimo Regular

Arimo - Italic

Arimo - Bold

Arimo - Bold Italic

Arimo is used for all of the sites UI and body copy. It's an innovative, refreshing sans serif design that is metrically compatible with Arial. Arimo offers improved on-screen readability characteristics and solves the needs of developers looking for width-compatible fonts to address document portability across platforms.

MONTSERRAT - BLACK

Montserrat - Black is a heavy sans-serif font that works well in larger numeric letter forms due to its even spacing and geometric, modern look. It is similar in design to that of the "Gotham" font. Montserrat Black may be used to give extra emphasis on promotional pricing or keywords in web graphics and marketing material, but should not be thought of as a replacement for Lobster or Arimo.

Lobster Two - Regular Italic

Lobster Two - Regular Italic is a lighter version of the Lobster font. This font may be used in special cases where the original is to heavy for the creative application.

Helvetica Neue - Condenced*

Helvetica Neue - This font may be used in special cases where a condenced (narrow) font is needed for banners or web graphics that require information to be present with limited space.

* Not a Google Font—Image use only.

Primary

Tertiary

Secondary

Secondary

Site Colors - Badging

Colors used for additional on site marketing

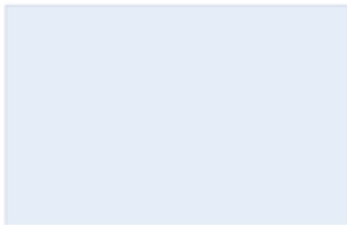|	
mk-new #09b8a2	mk-pers #fe8do6

Site Colors - Brand

The following colors are the colors to be used on the website.

(Other colors may be used for promotions as long as they do not clash with the main color scheme)

default #0065ab	default-lt #e5eef8	brand-black #555555	action

Site Colors - Episerver Universal

These colors are base colors used on all of the new sites
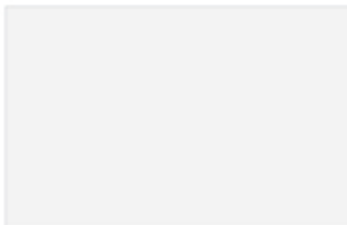
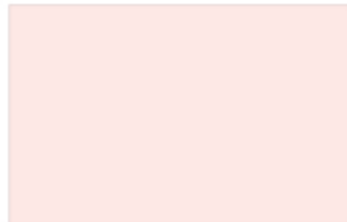|			
brand-white #ffffff	gray-lt #f3f3f3	gray-md #d7d7d7	gray #acacac
success #008000	alert #ff0000	alert-background #fde8e5	rating #ffbf00