

DAILY USE / CANVA

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HEADLINE:

DM Serif Display should be used for headlines. Headlines can be set in title case or in sentence case.

DM Serif Display

Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Italic  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY COPY:

Work Sans Regular should be used in every instance not outlined for headlines or special exceptions. We strive to use only the Bold and Black weights (and their italic counterparts for emphasis as needed).

Work Sans

Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SPECIAL EXCEPTIONS / EYEBROWS / TAGS:  
Argentum Novus should be used sparingly and in special moments. Examples of use cases are: CTA buttons (ALL CAPS), eyebrows, tags, dates, titles, etc.

ARGENTUM NOVUS

Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ