

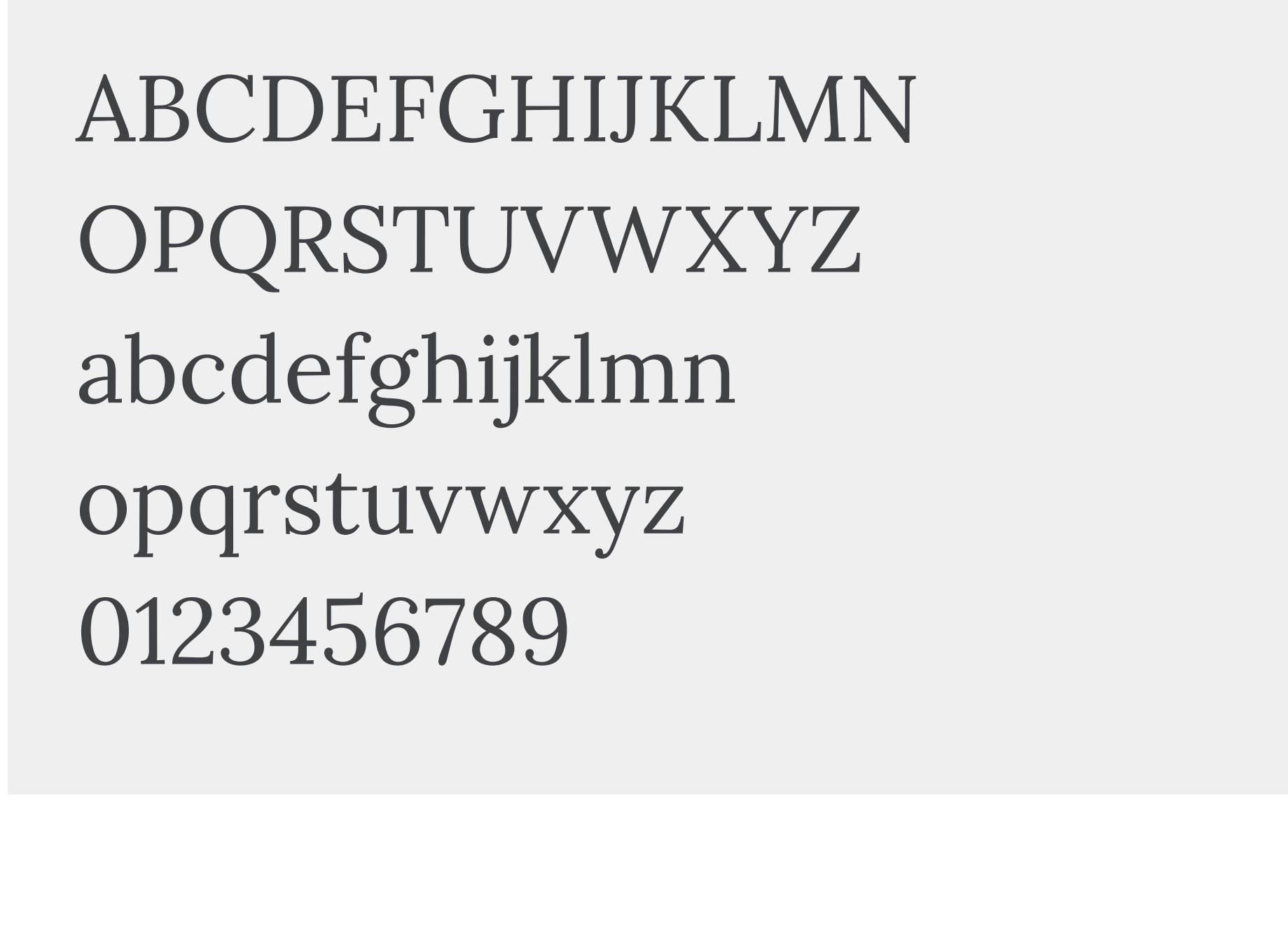
Typography

Typography is the visual representation of the written word. Well-balanced typography is critical to the overall web experience.

Selected fonts are open source and available at: <https://fonts.google.com/>

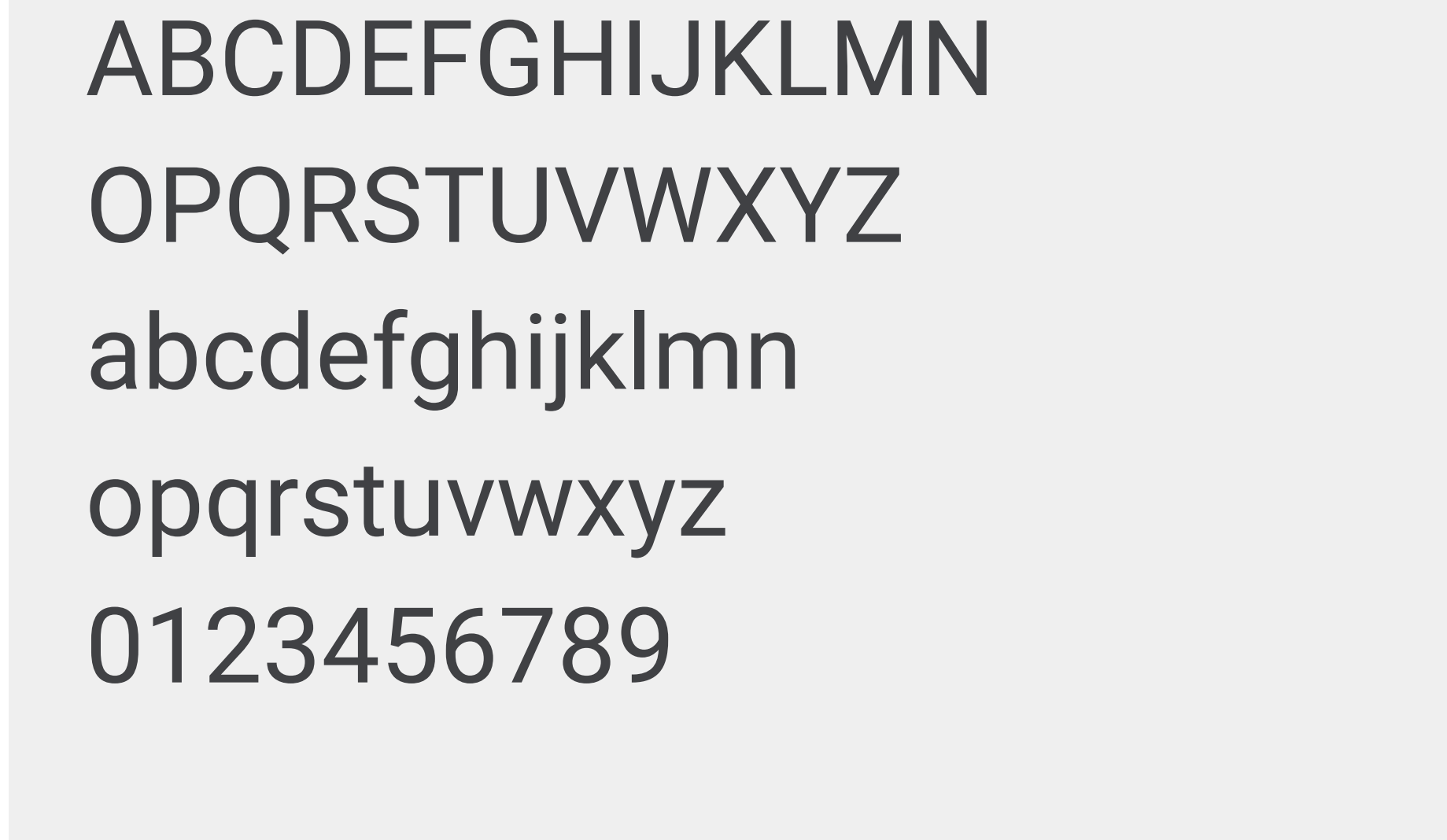
Lora

We use **Lora** for display type. Lora is a well-balanced, contemporary serif font with roots in calligraphy. We chose Lora for its editorial look and feel. It's optimized for screen and print.



Roboto

We use **Roboto** for body type. It's not only open source but comes with a wide variety of font weights. Roboto has a dual nature: A mechanical skeleton and largely geometric forms. At the same time, the font features friendly and open curves.



Display (header) type

Display type, also known as header type, is typically 18 pixels and larger. It's usually used in small quantities for emphasis and effect. Display type helps define the page hierarchy and stands out from rest of the page content.

Example: header 1, header 2, header 3, header 4 and title

Body type

Body type, also known as text type, is type that is designed to be read in large quantities at a small font size. It is usually less than 18 pixels.

Example: Most newspaper, magazine, and web page text.

Header 1
Header 1

Header 2
Header 2

Header 3
Header 3

Header 4
Header 4

Sub header
Sub header

Prime navigation label

Body 1 - Primary

Body 2 - Strong

I'm a link

I'm a link hover

I'm a visited link

I'm a link

I'm a link hover

I'm a link

I'm a link hover

Note: 16px body size is mandated by Medicare

Line height

To achieve proper readability and appropriate pacing, line heights are 10px more than the font size.

Header 2: Lora-Regular - font size: 28px, Line height: 38px, Leading: 38px

Font size: 28px
Line height: 38px

Leading: 38px

Children's bedtime story:
The crow and the pitcher story

In a spell of dry weather, when the Birds could find very little to drink, a thirsty Crow found a pitcher with a little water in it. But the pitcher was high and had a narrow neck, and no matter how he tried, the Crow could not reach the water. The poor thing felt as if he must die of thirst. Then an idea came to him. Picking up some small pebbles, he dropped them into the pitcher one by one. With each pebble the water rose a little higher until at last it was near enough so he could drink. In a pinch, a good use of our wits may help us out.

Line breaking

Avoid big indentations, hyphenated words, widows, and orphans.

Don't.

Don't leave large gaps and orphans on a line.

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Do.

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Don't justify text

Justification works by adding white space between the words in each line so all lines are the same length.

Justification works best in books and magazines (printed material) and not as well in webpage layouts.

Don't.

Don't justify all lines

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Don't.

Don't justify with last line aligned center

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Don't right or center-align text

Instead, left align

Don't.

Don't align right

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Don't.

Don't align center

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Color contrast: Level AA

Web content must pass the AA contrast check for level AA.

It requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text.

Resource: <http://webaim.org/resources/contrastchecker/>

Don't.

I'm normal text

WCAG AA: Fail
WCAG AAA: Fail

I'm large text

WCAG AA: Fail
WCAG AAA: Fail

I'm normal text

WCAG AA: Fail
WCAG AAA: Fail

I'm large text

WCAG AA: Fail
WCAG AAA: Fail

Do.

I'm normal text

WCAG AA: Pass
WCAG AAA: Pass

I'm large text

WCAG AA: Pass
WCAG AAA: Pass

I'm normal text

WCAG AA: Pass
WCAG AAA: Pass

I'm large text

WCAG AA: Pass
WCAG AAA: Pass

Don't break web conventions

The link color is blue

Don't.

I'm a link

Do.

I'm a link

I'm a header

I'm a header

Don't use blue headers. Blue is the web convention for a clickable element and we do not want to confuse users.