



02 Typography

Arial Narrow

Arial Standard

Arial has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. It has more natural reading rhythm more commonly found in humanist and serif types.

Style Name	Font Name	Font Size & Weight	Use	Color
Heading 1 (H1)	Arial Narrow	40px / Bold	Page Heading	
Heading 2 (H2)	Arial Narrow	32px / Bold	Description Heading	
Heading 3 (H3)	Arial Narrow	28px / Bold	Section Heading	
Heading 4 (H4)	Arial Narrow	24px / Bold	Sub-Section / Card Heading	
Heading 5 (H5)	Arial Narrow	20px / Bold	Card Heading	
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam lectus nulla, convallis et gravida et, varius a dolor. Suspendisse lacus velit, ullamcorper eu neque eu, luctus ornare odio.	Arial Regular	16px / Regular	Button Text, List Items, Description	

03 Button / CTA's / Navigation

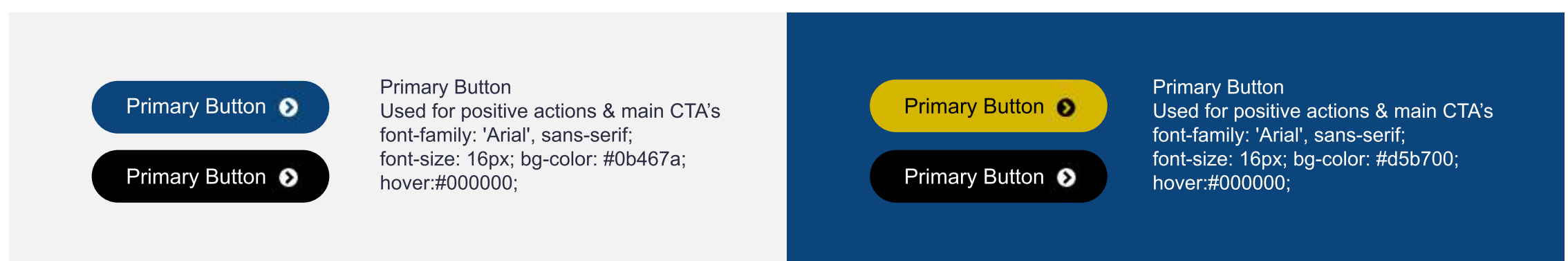
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Text Link

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Italics

```
font-family: 'Arial', sans-serif; font-size: 16px;
```



Mega menus, same hover/active as regular text links

04 Iconography



Lineal single coloured options