

Typography

Roboto font used in emails and

H1 - Roboto ExtraBold - 32px

H2 - Roboto Extra Bold 22px

h3 - Roboto Medium 19px

h4 - Roboto ExtraBold 16px

H5 - Regular, Roboto 14px

Paragraph - 16px

[Text Link - 16px](#)

Caption - 12px

LABEL BOLD - 12PX

WIDE LABEL

Rules & Best Practices

1. Stick to the existing font sizes/weights, but you can deviate if it’s necessary for one off elements (marketing or promotional bits, custom unique elements, landing pages)