

ASB Impact

Typography Usage Guide

A clear voice needs a clear type system.

Inter is the recommended communication typeface for ASB Impact. Its clarity, neutrality and extensive range make it suitable for public-sector reports, presentations, websites, social media, event materials and everyday documents without competing with the distinctive Living Tree identity.

01 — Primary typeface

Inter is the primary brand typeface. Use four core weights to keep the system disciplined: Regular 400, Medium 500, SemiBold 600 and Bold 700.

Weight	Primary use
Regular 400	Body copy, reports, long-form reading, supporting text
Medium 500	Labels, captions, data emphasis, short UI text
SemiBold 600	Subheadings, navigation, buttons, section labels
Bold 700	Hero statements, major headings, campaign messages

02 — Recommended hierarchy

Role	Print	Digital	Weight	Guidance
Hero / Display	36–54 pt	48–72 px	Bold	Short, high-impact statements
H1	28–36 pt	36–48 px	Bold	Primary page or section title
H2	20–26 pt	28–36 px	SemiBold	Major subsection
H3	15–18 pt	20–24 px	SemiBold	Supporting heading
Body Large	12–14 pt	18–20 px	Regular	Introductions / lead paragraphs
Body	10–12 pt	16–18 px	Regular	Default continuous reading
Caption / Small	8–10 pt	12–14 px	Regular/Medium	Metadata and captions
Button / Label	9–11 pt	14–16 px	SemiBold	Actions, tabs and labels

Use these values as a consistent starting system rather than an inflexible rule. Scale proportionally for unusually large or small formats while preserving clear hierarchy.

03 — Line spacing & measure

Headings: approximately 105–120% line-height. **Body copy:** approximately 145–165% line-height for comfortable reading. For long-form material, aim for roughly 45–75 characters per line rather than stretching paragraphs across

very wide layouts.

04 — Alignment & case

Use left alignment for most informational content. Reserve centred typography for short, deliberate statements. Sentence case should be the default. Avoid long passages in ALL CAPS; use capitals sparingly for small labels or navigational cues.

05 — Emphasis

Create emphasis primarily through weight, scale and spacing. Do not rely on excessive italics, underlining, multiple colours or unnecessary font changes. ASB Impact should feel clear, confident and calm.

06 — Digital accessibility

For websites and interfaces, 16 px should generally be treated as the minimum default body size. Avoid placing small text over busy photography. Maintain strong contrast and allow users to zoom or resize text without loss of information.

07 — Microsoft Office & fallback

Where possible, install Inter on all computers producing branded material. If Inter cannot be used, use **Arial** as the practical system fallback. Recommended CSS-style stack: **Inter, Arial, sans-serif**.

08 — The logo is not typography

The ASB Impact wordmark is custom identity artwork. It must never be recreated by typing the name in Inter, approximating it with another font, changing its spacing, or rebuilding its letterforms. Always use the supplied official logo files.

READ FIRST. DISCOVER SECOND. REMEMBER AFTERWARDS.

09 — Installation

Download the latest official Inter release from the official Inter website or repository. Install Regular, Medium, SemiBold and Bold for everyday brand work. Organisations may also install the variable font where their software supports it. Retain the licence supplied with the official download.

Official source: rsms.me/inter/

Official releases: github.com/rsms/inter/releases/latest

10 — Licensing

Inter is an open-source typeface distributed under the SIL Open Font License. The client should retain the licence file supplied with the official font download and use the official distribution rather than unverified third-party font packages.

11 — Quick brand checklist

Use Inter for ASB Impact communications. Keep to the four core weights wherever practical. Maintain readable body sizes and generous line spacing. Use sentence case by default. Keep typography calm and uncluttered. Use Arial only as a fallback. Never retype the logo.