

Typefaces

Our New Typefaces for a Bold Future



Inter

Aa

Black

Bold / Semibold

Light

Light Italic

Modern, Clean, and Versatile

Inter is a highly legible, sans-serif typeface designed for digital interfaces. Its modern and clean aesthetics make it an excellent choice for JCI's branding.

Clarity & Readability: Designed for screens, making JCI's digital content easy to read.

Professional & Approachable: Balances a sleek, corporate look with a friendly tone.

Versatile: Works well for both headlines and body text, ensuring consistency across all platforms.

DM Serif Display

Aa Regular
Italic

Elegant, Timeless, and Impactful

DM Serif is a classic serif typeface that adds a sense of **tradition and authority**. It complements Inter by providing contrast and visual interest.

Adds Sophistication: Enhances formal communications, reports, and promotional materials.

Strong Presence: The high-contrast letterforms create impact in branding and marketing.

Perfect for Emphasis: Works well for headlines, quotes, and key messages that need to stand out.

Headline

Subheads

Callouts or Quotes

Body

Visual Hierarchy

How we **structure typography** ensures clarity, readability, and a consistent visual identity across all JCI materials. A well-defined hierarchy guides the audience's attention, making communication more effective and engaging.

Font Sizes and Spacing

Proportion your texts to **1.618 ratio** to determine hierarchical font sizes. For instance, if the body text is 24px, headings could progress to 64px, 103px, etc. Set the Line height to auto for even spacing.

Typography Table

	Inter Black	Inter Bold or Semibold	Inter Light	<i>Inter Light Italic</i>	DM Serif Display
Usage	Headlines, Main Titles, Display Numbers, Calls to Action (CTAs)	Subheadings, Section Titles, Supporting Information	Body Text, Descriptive Text, Long-Form Content	Footnotes, Captions, Disclaimers, Source Attribution	Quotes, Pull-Out Text, Emphasized Phrases
Purpose	Provides bold emphasis for key messaging, grabbing attention in both print and digital media.	Offers a balance between prominence and subtlety, ensuring clarity without overpowering main titles.	Ensures readability and comfort in large text blocks with a clean, minimal look.	Differentiates secondary text elements with a subtle, elegant style that remains legible.	Adds elegance and subtle emphasis to key points, quotes, and standout ideas without being too dominant.
Best For	Major headlines, key information, and strong visual presence.	Subheadings, breaking up content, and secondary emphasis.	Body text in both print and digital content, including websites, brochures, and presentations.	Picture captions, citations, legal disclaimers, and annotations.	Emphasizing quotes, key terms, or special moments in various media formats.
Colors					

Typography Usage Guide

	Inter Black	Inter Bold / Semibold	Inter Light	<i>Inter Light Italic</i>	DM Serif Display
Headlines or Display Numbers	✓	✗	✗	✗	✓
Subheadings	✗	✓	✗	✗	✓
Body Copy	✗	✗	✓	✗	✗
Callouts or Quotes	✗	✗	✗	✗	✓
Figures and Data	✗	✓	✓	✓	✗
Captions or Footnotes	✗	✗	✓	✓	✗