TYPOGRAPHY REFERENCE

SOUCK TYPE

Souck uses two typefaces: Sora for everything people read and act on, and an editorial serif for story titles and people's own words.

TYPEFACES

PRIMARY

Sora

Free on Google Fonts. Regular 400, Semibold 600 and Bold 700.

EDITORIAL

Newsreader

Free on Google Fonts. Stands in for Reckless Neue until it is licensed.

TYPE ROLES

ROLE	SAMPLE
Display (H1) Sora Bold, uppercase 40 px web · 30 pt print	**SORA BOLD DISPLAY**
Heading (H2) Sora Bold, uppercase 32 px web · 20 pt print	**SECTION HEADING**
Subheading (H3) Sora Bold, uppercase 22 px web · 15 pt print	**SUBHEADING**
Lead Sora Semibold, Zaffre 15 px web · 12 pt print	**A lead paragraph introduces the section.**
Body Sora Regular 14 px web · 10 to 12 pt print	Body text is set in Sora Regular with generous leading.

ROLE	SAMPLE
Label / button Sora Regular, uppercase 12 to 13 px web · 10 pt print	EYEBROW LABEL
Story title / quote Newsreader Regular (serif) 22 to 36 px web · 14 to 21 pt print	“I helped build that.”

RULES

- Headlines are Sora Bold uppercase, with no letter spacing, two lines at most.
- Body text never goes below 12 px on screen or 8 pt in print.
- The serif is for story titles and quotes only.
- The slogan “I helped build that.” is always in the serif and always in quotation marks.