Typography guidelines

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Principles

Strong typography is critical to the success and integrity of the Lexmark brand. Our lead brand typeface is TP Hero. It is precise, modern and human, empowering us to speak with confidence and clarity across all core communications. Typography is our most important tactic for creating information hierarchy. We do this through white space, weight, color and size.

Our use of typography is restrained, clear and precise. Type size and color emphasis are used to ensure information hierarchies are simple yet sophisticated.

Create a clear hiearchy

Size and color is used to create clear hierarchies of information within applications. Color aids distinction between lead and supporting content.

ASK YOURSELF

Q: Does the type lead the users' eye intentionally through the content?

Design for clear legibility

A generous x-height ensures that TP Hero has strong legibility at all sizes, across all formats. Additionally, color accessibility guidelines should be considered.

ASK YOURSELF

Q: Does the design achieve legibility for the end user for both large and small-format use cases?

TP Hero's angles connect to the logo icon aperture

TP Hero is sharp and precise

Guidance

Font weight

TP Hero is the brand font for marketing communications.

We use two weights in the TP Hero family: regular and semibold. Regular is our primary weight, for both body copy and headers. Semibold is used more sparingly to add impact, however it is acceptable for headers and subheads. While TP Hero includes bold, black, hairline and other weights, those are reserved for specific display applications.

TP Hero Regular
ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@.,?!(){}[]£$€%*+

**TP Hero Semibold
ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@.,?!(){}[]£$€%*+**

Arial should be used for general communications (Word, PowerPoint, etc.) and as an alternative font for the web.

Arial Regular
ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@.,?!(){}[]£$€%*+

**Arial Bold
ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@.,?!(){}[]£$€%*+**

![Lexmark logo]

Guidance

Using text with color

Color in layouts

The default typography color is black. If there is enough contrast for accessbility, Lexmark dark gray is acceptable for light backgrounds.

Lexmark color usage is covered in the color guidance section, and the principles addressed there carry over to text. Color usage of Lexmark greens, in particular, should be used purposefully to provide impact and hierarchy.

Color accessibility

These simple examples show how text size, background color and content hierachy impact color usage in text.

Product listing
Reference guide

Product listing

Lexmark takes the guesswork out of supplies. Your printer will automatically alert you when supplies begin to run low. And when supplies get really low, your printer will display the estimated

Contact us

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Product listing
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Contact us

When use cases dictate, darker themes are used with our darker grays and blacks from our brand colors. Adhering to type accessibility best practices is key to the success of a darker theme with our palette.

Basic color text usage in a dark theme

Product listing
Reference guide

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Lexmark™

Document title
22 pt/26 pt

Guidance

Print type sizes

The print type styles vary per use case, but is based on a paragraph style of 10 pt text for most uses — or 8 pt for dense text such as white papers. Exact documentation of heading and paragraph styles will have variations based on our template system, but the text scale is represented loosely here.

Specific template text styles can be made available upon request.

8 pt/14 pt **Introduction paragraph: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur non ornare metus. Fusce vestibulum lectus eu dolor convallis viverra non non ligula. Phasellus felis enim, consequat quis porttitor faucibus, ultrices nec leo. Morbi rhoncus massa elit, quis mollis arcu gravida ut. Suspendisse potenti.**

12 pt/16 pt **Body header level 1: Aenean faucibus placerat tortor venenatis consequat eros**

12 pt/16 pt **Body header level 2:**

8 pt/14 pt Body copy: Donec aliquam mauris vel nunc consequat, non faucibus massa sodales. Proin vel libero a nunc pellentesque fringilla. Fusce a orci odio. Fusce rutrum justo commodo aliquet luctus. Nam mattis tellus sed finibus pharetra.

Quisque tempus neque id velit tincidunt, id sodales lorem condimentum:

print bullet style
- Maecenas eget enim quis est egestas malesuada
- Proin eu augue consequat, imperdiet massa et, facilisis nunc
- Phasellus sed ligula eget leo rutrum pellentesque eu vitae arcu

Donec leo magna, ultrices eu sem non, fringilla semper ante. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Maecenas quis ante nec eros blandit pulvinar quis vel tortor.

Integer sit amet ornare erat:

1. Mauris luctus mattis nisl, non consectetur tellus finibus sit amet
2. Donec vestibulum condimentum orci
3. Nullam feugiat enim pulvinar justo feugiat semper

Curabitur at sollicitudin nunc. Morbi hendrerit ut odio non rhoncus. Sed placerat libero vitae felis lacinia condimentum. Duis ac arcu elementum, volutpat eros eu, faucibus diam.

Lexmark™

Guidance

This Lexmark type scale includes a range of sizes that support responsive design and smaller devices (tablets and mobile). The type scale is based on the Minor Third Scale (1.200 with a base font size of 16 px).

The majority of our digitial collateral is based on this type scale for headings <h> and paragraph <p> text. Exact CSS documentation (http://lxcore. s3-website-us-east-1.amazonaws.com/css/#type) may have slight variations based on SASS calculations and use cases, but is represented very closely by our digital type scale sample, which can be downloaded in our resources section.

24 px, margin-top

Heading 4

12 px, margin-bottom

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque convallis metus quis nisl maximus, et laoreet quam volutpat. Sed sed interdum sapien.

24 px, margin-top

Heading 4

12 px, margin-bottom

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque convallis metus quis nisl maximus, et laoreet quam volutpat. Sed sed interdum sapien.

Usage quick notes

Do's and don'ts

Incorrect usage of the Lexmark font can jeopardize our license agreement and create confusion in the marketplace.

Marketing applications

TP Hero is the primary font in all marketing communications. This includes corporate stationery (letterhead, business card, etc.), brochures (success stories, product sheets, etc.), websites, advertising, events and more.

✔ Use TP Hero as the main marketing communications font

✔ When possible, use recommendended type sizes and colors

✔ Acquire permission to access TP Hero

General communications

TP Hero is not used on general communications created by the broad Lexmark team. Invoices, letters, email, PowerPoint and other similar day-to-day material should use Arial.

✖ Outside of Arial, do not use a substitute font family

✖ Do not modify, skew or stretch TP Hero horizontally or vertically

✖ Do not use non-branded colors for Lexmark typography

✖ Do not mix TP Hero family weights that do align with recommendations

✖ Do not manipulate text kerning and tracking to the extremes

Usage quick notes

Co-branding fonts

Establishing strong partnerships with both our customers relies on mutual respect. It's essential to extend the same level of respect to their brand as we do to our own. Prior to proceeding with a Lexmark co-branding endeavor, answer these questions:

Is Lexmark the lead brand?

If Lexmark takes the lead as the primary brand, adhere to our brand guidelines for type usage with TP Hero.

If the partner's brand should hold greater prominence, then ahdere to their font guidelines. It's crucial that any co-branded materials produced by the partner are perceived as originating from the partner's company rather than from Lexmark.

Are we co-branding with a partner?

Ensure both Lexmark and partner brand have a cohesive design solution for font usage. Contact the Lexmark Global Design team for review and approvals.

Do we have permission?

Before using the Lexmark font TP Hero, secure permission from the Global Design team.
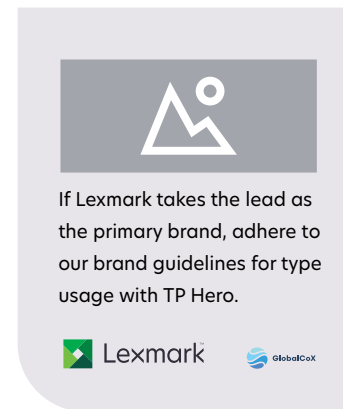
Lexmark as the primary brand

Partner as the primary brand


Co-branding with a partner (Reach out for review)

Usage quick notes

Supplemental display fonts

TP Hero should always be the prominent font for marketing communications. Occasionally, themed event or campaign-specific designs are enhanced with a specialty display font that supports the use case.

Please contact the Lexmark Design team for review and approvals for very limited and specific use cases.
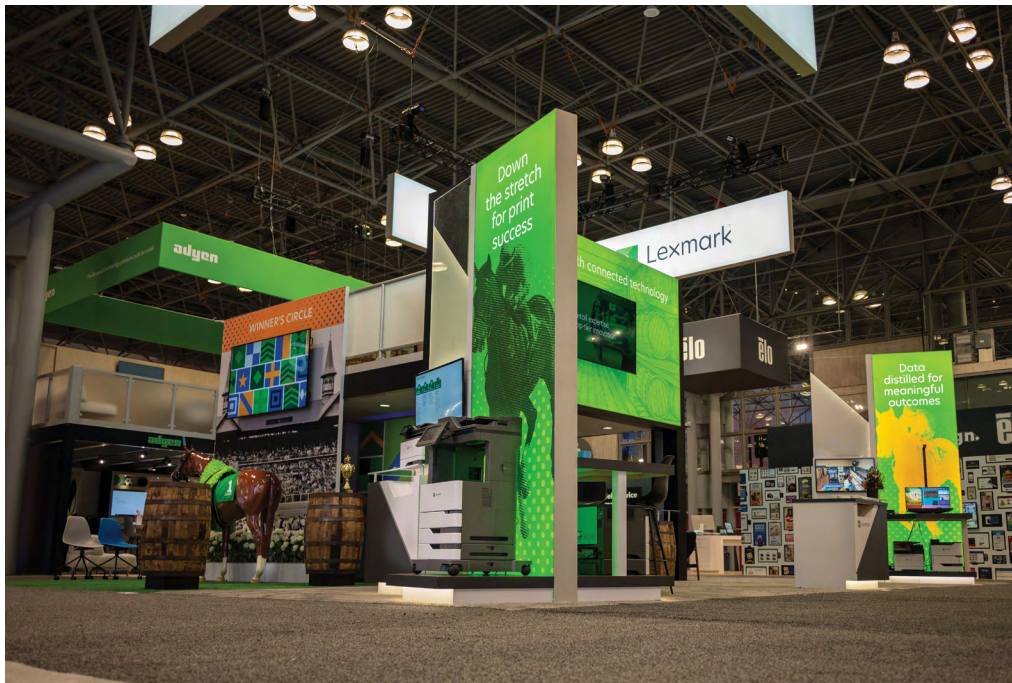
Large event booth with specific theme — overall content is primarily branded with TP Hero, but specialty font usage is secondary to support theme details

Downloads and resources

Our license for TP Hero restricts its use to design and production departments. It is available upon request. A supplemental Lexmark-specific icon font is selectively used for internally produced collateral. This is created and maintained by the Lexmark design and production departments.

Print resources

▸ [Microsoft alternative font (Arial)](#)

▸ [Google alternative font (Arial)](#)

Digital resources

▸ [W3Schools CSS Web safe fonts (Arial)](#)

▸ [W3Schools CSS Fallback fonts (Arial)](#)

▸ [WebAim color accessibility checker](#)

▸ [LxCore CSS documentation](#)