Kisan Typography

Website Typefaces
The following typeface styles are used in the website.

Avenir- Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir- Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy
Avenir- Roman: 14pt
Avenir- Black: 14pt

Secondary information
Avenir- Roman: 10pt
Avenir- Black: 10pt

Button copy
Avenir- Black: 12pt

Headings
Avenir- Black: 24pt

Kisan Typography

Decorative headings: Typefaces

The following type combinations should be used for any decoratiove headings for Kisan online communication.

Neutra Text- Bold
Should only be used in a straight configuration.
(The only exception is the primary heading of the website)
Only all-caps used for headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Weston Free
Can you used in a straight or curved configuration.
Only all-caps used.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Wisdom Script
Should only be used in a straight configuration.
To add emphasis on a particular word.
For information related to relationships and pyaar.
Should never be all-caps.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Quicksand OT1- Bold
Used for conjunctions to join primary pieces of information. Can have lines added for emphasis.
Can alternate between all-caps and upper and lower case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Kisan Typography

Decorative headings: Configurations

The following type configurations should serve as a guide for the combinations that can be made using these typefaces. All subsequent headings should refer to this logic.

AAJ KIYA
KHILAON?

ADD
A LITTLE
Pyaar

SHARE YOUR
#KISANKITCHEN
MOMENTS

LAZIEST
Dessert
RECIPE

Burger
BACHAY

Chai-walay
MEHMAAN

Decorative headings: Ribbons

The following ribbons are the only two styles that should be used sparingly for added emphasis.

RECIPE COLLECTIONS

FOOD