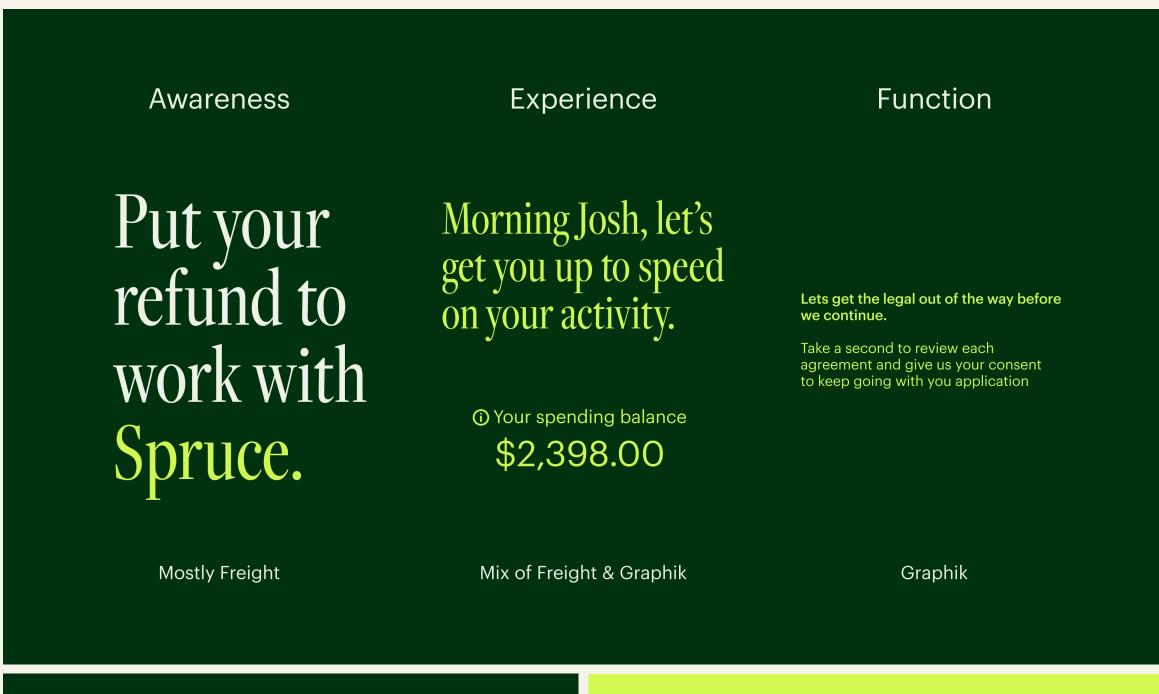# Overview

Typography is a way for us to apply our tone of voice to our written content. To achieve the range from welcoming and confident to direct and helpful, we use two complementary typefaces.

Freight Display Compressed Book is for conversational information (like a headline) while Graphik is for direct information (like a button). Together, these two typefaces give us the ability to make sure our content comes across in a voice that will connect with our users.

Awareness	Experience	Function
Put your refund to work with Spruce.	Morning Josh, let's get you up to speed on your activity. ⓘ Your spending balance $2,398.00	Lets get the legal out of the way before we continue. Take a second to review each agreement and give us your consent to keep going with you application
Mostly Freight	Mix of Freight & Graphik	Graphik

Freight Display Compressed Book for conversation.

AaBbCcDdEeFfGgHhIiJi
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890?!&
$£*€¢+-½¼

Graphik
for information
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890?!&
$£¥€¢+-½¼

Font Files

The Spruce brand has sunset the ITC Garamond font effective 6/30/24. We have replaced the font with 3 styles of Freight (FreightDispCmp Pro - Book, FreightDispCmp Pro - Medium, FreightDispCmp Pro – Semibold) which can be accessed now through an Adobe Creative Cloud account. FreightDispCmp Pro – Book will be the more forward-facing brand font from a marketing perspective.

Additional licensing for distribution on personal computers will come at a later date.

For any questions, reach out to Jake Scovell (jake.scovell@hrblock.com)