Typography
Brand typeface

Our brand typeface is Neusa Next Std, a contemporary sans serif font. Its slightly condensed style gives it a distinct character while the generous x-height ensures excellent readability.

We use three weights:
Medium, Regular and Light.

Neusa Next Std Medium – Headers, Subheaders and titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Neusa Next Std Regular – Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Neusa Next Std Light – Body Copy alternative

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AaBbCc

Typography
Styling

For pull-out quotes and subheadings we use Neusa Next Std medium. Combined with Neusa Next Std Light this gives us great flexibility and contrast to create impactful messaging. Our vibrant primary colours can be used to further enhance our typography by highlighting quotes, subheadings and statistics.

Headers, Pull-out quotes and subheadings

Weight: Medium
Tracking: Optical, -10%
Leading: 110%
Alignment: Left or centre

Neusa Next Std medium is used for headlines, subheaders and pull-outs

Aim high
deliver better

Financial services software built for better performance

Aim high
deliver better

Financial services software built for better performance

For body copy we use Neusa Next Std Regular. This is a workhorse weight that appears clearly on screen and in print at a range of sizes.

Body copy
Weight: Regular or Light
Tracking: Optical, 0
Leading: 120%
Alignment: Left

Neusa Next Std light or regular can be used for body copy on light backgrounds

It's not always easy running a financial services business. Every day there are more demands on time and money. More data. More information. More compliance. More reporting. More competition.

To find out how we can help your financial services business, get in touch.

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Neusa Next Std regular is used for body copy on dark backgrounds, avoid using light as it can 'fill in'

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To find out how we can help your financial services business, get in touch.

✕ **Do not** use light on dark coloured background

It's not always easy running a financial services business. Every day there are more demands on time and money. More data. More information. More compliance. More reporting. More competition.

To find out how we can help your financial services business, get in touch.

Typography
Headline styles

Headline styles should reflect the website, using Neusa Next Std in medium across headlines and subheaders/call outs etc.

This is a great midpoint between the bold which can overshadow the fonts details and the regular that lacks headline style impact.

Break up long headers with colour.

Headers can be separated using colour

We can break long headers with weight

Mix longer headlines with a lighter weight to avoid overpowering a page

Typography
Headline styles in practice

When using the mixed weights or colours, consider what you want to stand out.

The Highlight colour needs to be accessible.

These colour combos are shown in the Iconography section as well as documented below. Remember to use sparingly.

This is applied on underline and text colours styling

✓ **Green**
✓ **Blue**
✗ **Yellow**
✓ **Salmon**
✓ **Red**
✓ **Grey**
✗ **White**
✓ **Purple**
✓ **Black**

✓ **Green**
✓ **Blue**
✓ **Yellow**
✓ **Salmon**
✓ **Red**
✓ **Grey**
✓ **White**
✗ **Black**

In this instance Advice Compliance is more important than introducing, so therefore receives our headline treatment

Introducing
Advice Compliance

In this instance Advice Compliance is more important than introducing, so therefore receives our headline treatment

Introducing
Advice Compliance

When using the underline consider what you want to stand out. Do not use over excessively or to underline titles.

The underline can rarely be seen in our accessible secondary colours as well. These colour combos are shown in the Iconography section as well as documented below. Remember to use sparingly.
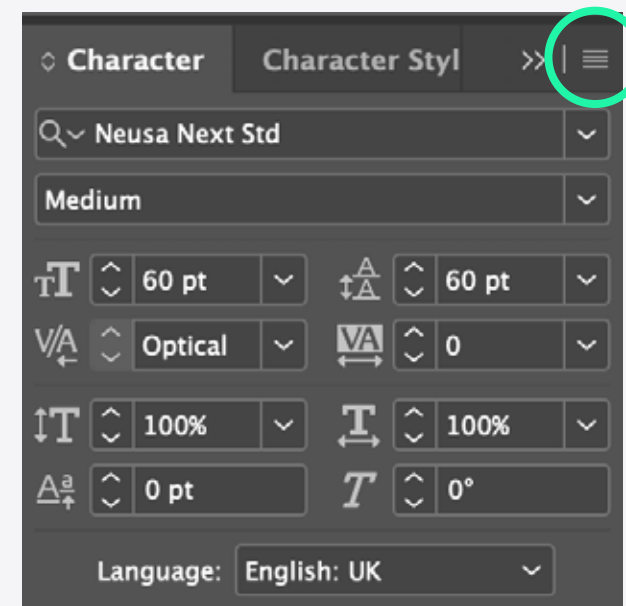
This is applied on underline and text colours styling

✓ **Green** ✗ **Green**
✓ **Blue** ✗ **Blue**
✓ **Yellow** ✗ **Yellow**
✓ **Salmon** ✓ **Salmon**
✓ **Red** ✓ **Red**
✓ **Grey** ✗ **Grey**
✓ **White** ✗ **White**
✗ **Lilac** ✓ **Lilac**
✗ **Black** ✓ **Black**

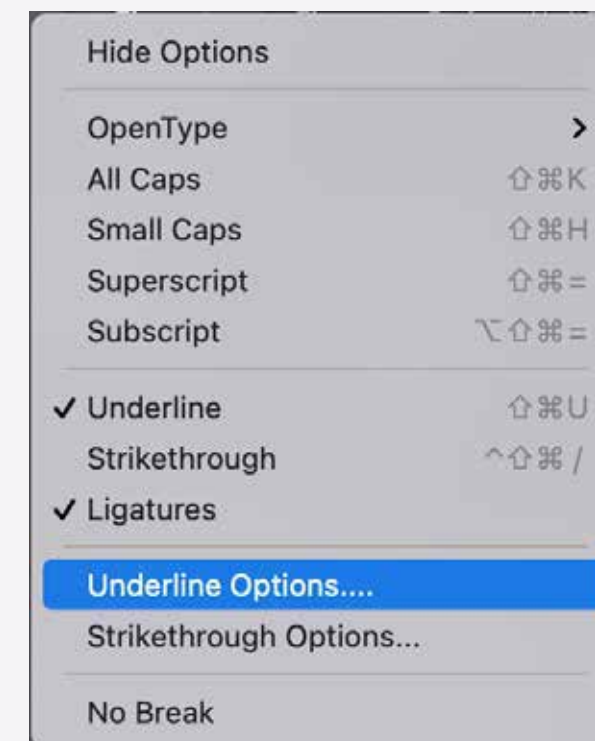**Create an underline highlight using the guide below**

Weight 33% of type size
e.g. 96pt type = 32pt

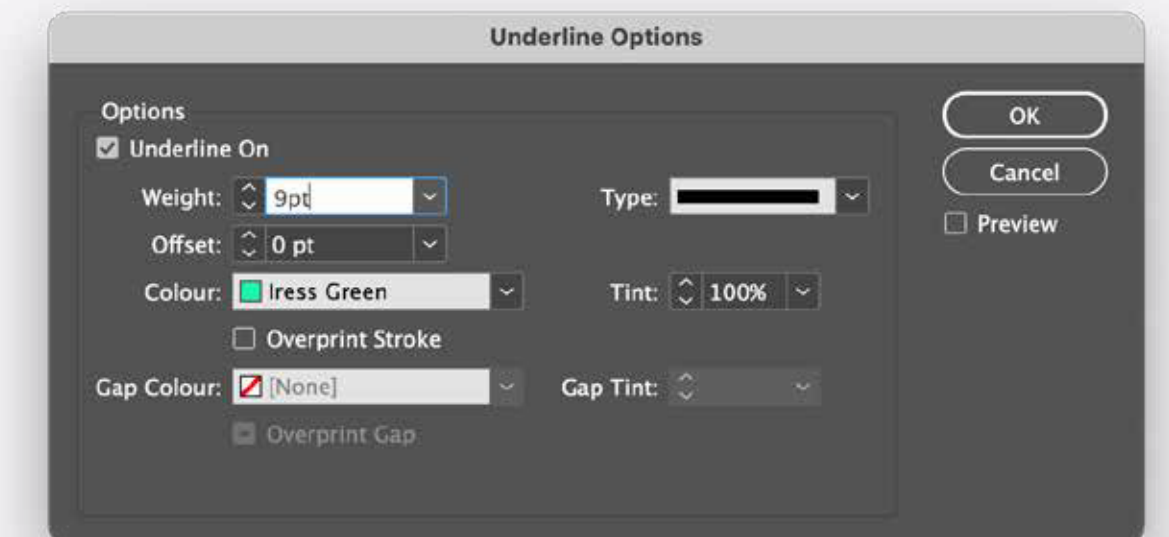Offset is minus a quarter of the underline weight = -8

1.

2.

3.

Introducing
Advice Compliance

An example page using our typography styling

The headline is set in Neusa Medium using the underline headline style.

The body copy is set in regular weight as it's against the purple background.

The logo is positioned/aligned to the 'iress' in the logo

Neusa Medium

Underline

Nuesa Regular because of dark background

All text aligned of the 'i' in iress

Medium used to highlight website

Financial services software built for better performance

Around the world, thousands of private wealth managers, financial advisers, investment and asset managers, traders, lenders and brokers choose our software to help run smarter businesses, aim higher and achieve more.

We started in Australia in 1993. Today we're a growing team of 2200+ people across APAC, Europe, Africa and North America, building the software and infrastructure to help the financial service industry perform at its best.

iress

Find out more at **iress.com**

Typography
Backup/system font

In instances where our brand typeface is unavailable we can use the Google typeface Roboto.

This is regularly available in Google-based software.

Roboto Medium (for headlines, subheaders and callouts)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Regular (for body copy)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Light (as alternative for body copy)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AaBbCc

To keep our typography consistent and our brand looking great, please stick to the simple rules on this page.

✓ **Always** use our specified styling

Aim high, deliver more

Voluptat usant, volo dolupta tissim et fugia soluptur? Quistiae nobis doluptat volecae pliquost, soluptur, ut aut faciis as doluptae debis iusdae prem con nonse nimusam ium sum sumquatur simus et pro tem facipsandia.

✗ **Do not** right align type

Voluptat usant, volo dolupta tissim et fugia soluptur? Quistiae nobis doluptat volecae pliquost, soluptur, ut aut faciis as doluptae debis ius dae prem con nonse nimusam i um sum sumquatur simus et pro tem facipsandia.

✗ **Do not** apply filters or effects

AaBb

✓ **Do** use pops of brand colours to highlight subheads

Lorem ipsum

Voluptat usant, volo dolupta tissim et fugia soluptur? Quistiae nobis doluptat volecae pliquost, soluptur, ut aut faciis as doluptae debis iusdae prem con nonse nimusam ium sum sumquatur simus et pro tem facipsandia.

✗ **Do not** use fonts we have not specified

Financial services software

✗ **Do not** compromise the legibility of the information

Lorem ipsum

Voluptat usant, volo dolupta tissim et fugia soluptur? Quistiae nobis doluptat volecae pliquost, soluptur, ut aut faciis as doluptae debis iusdae prem con nonse nimusam ium sum sumquatur simus et pro tem facipsandia.