iress

Iress brand guidelines

2025 / Version 1.0

6. Typography

> Typography

Font family – Aleo

The Iress font family includes a serif and a sans serif font pairing. A serif font has been intentionally chosen to stand out as market leader in the fintech space.

Our font family uses Google fonts which allow easy global access and usage.

Our serif font is Aleo. It has the legacy of a serif font while retaining a distinctly modern, tech style sensibility.

Aleo can be used for headlines, bold highlights, pull-quotes etc. A mix of the font family weights, as shown, can be used for design variety.

Please note that the brand font family should not be used for in-product application. Each product uses their own existing fonts.

Font brand application and guideline examples can be seen in the *Brand in action* section.

Aleo

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*()> < ¥§©¢±

Light / Regular / Medium / **Bold** / **ExtraBold**

> Typography

Font family – TASA Orbiter

Our sans serif font is TASA Orbiter. It's a modern and technically crafted font and selected for its high legibility and accessibility properties.

TASA Orbiter can be used for body copy, sub-headings, small text, call to actions etc. A mix of the font family weights, as shown, can be used for design variety.

Please note that the brand font family should not be used for in-product application. Each product uses their own existing fonts.

TASA Orbiter

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*()>< ¥§©¢±

Regular / Medium / **SemiBold** / **Bold** / **ExtraBold**

> Typography

Fonts working together

Using our serif and san serif font pairing together creates our distinct brand style with clear, legible and contemporary headlines, body copy, call to actions etc.

The Iress font family is great for both digital and print use.

Aleo Bold / Headline / Sentence case / Fresh Green

TASA Orbiter Regular / Body copy / Sentence case / White

TASA Orbiter Bold / Call to action / Sentence case / Fresh Green

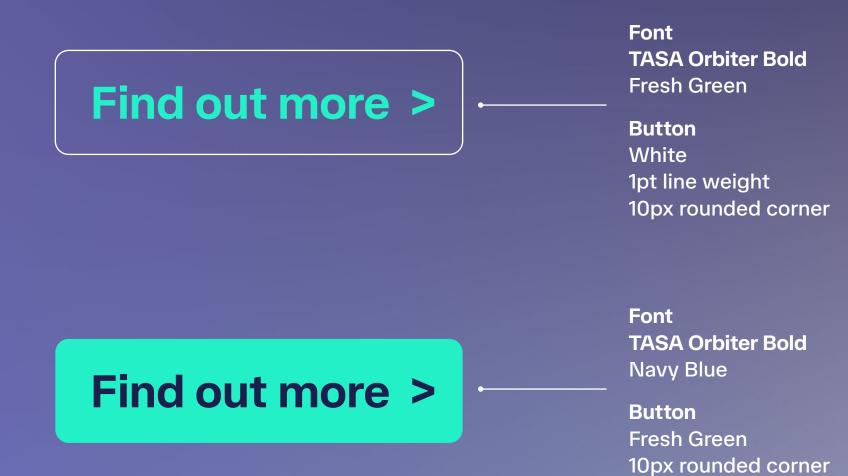## Powering progress in financial services

For over three decades, Iress has been at the core of financial services through trusted technology and brilliant people. Together, we solve the industry's challenges, unlocking opportunities that benefit everyone.
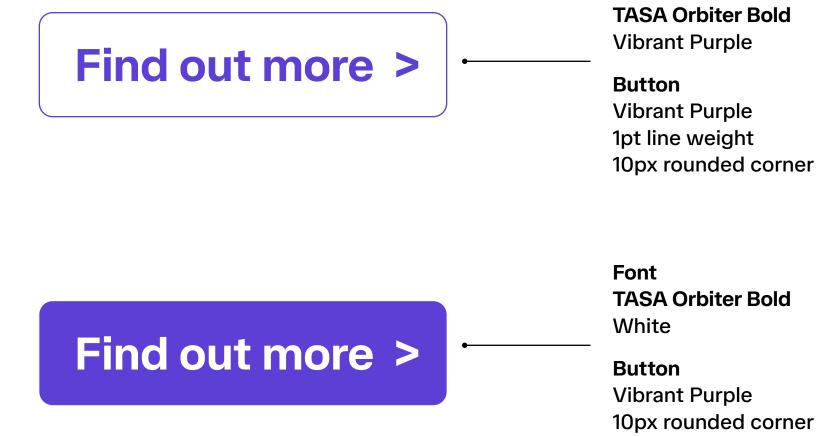
Find out more >

> Typography
Buttons

We use various button styles for website links and call to actions. Shown are some examples that can be used for our brand and products.

Find out more >

Font
TASA Orbiter Bold
Fresh Green

Button
White
1pt line weight
10px rounded corner

Find out more >

Font
TASA Orbiter Bold
Navy Blue

Button
Fresh Green
10px rounded corner

Find out more >

Font
TASA Orbiter Bold
Vibrant Purple

Button
Vibrant Purple
1pt line weight
10px rounded corner

Find out more >

Font
TASA Orbiter Bold
White

Button
Vibrant Purple
10px rounded corner

> Typography

Usage

Please always follow the Iress brand guidelines when using our fonts.

Primary fonts
Use Aleo and Tasa Orbiter for all marketing materials, including sales collateral, ads (organic and paid), website copy, fact sheets, and other branded communications.

Product fonts
Font use within products may differ based on accessibility, technical limits, or platform requirements. Product teams should align choices with Marketing to ensure consistency in tone and legibility.

Fallback font
If brand fonts are unavailable, use **Arial** as the default substitute.

✓ **Always** use the Iress fonts

Aleo
TASA Orbiter

✗ **Do not** use fonts outside the font family

FINANCIAL SERVICES SOFTWARE

✗ **Do not** use wrong leading or tracking

Powering progress in financial services

Together, we solve the industry's challenges, unlocking potential that benefits everyone.

✗ **Do not** compromise legibility

Financial advice businesses—from the smallest IFA's to the largest advice networks – trust our financial advice software to drive performance and deliver better client experiences.

Our full suite of financial advice software provides better ways to track revenue, analyse data, source and compare the right financial products and deliver quality advice compliantly. So if you're looking for a holistic adviser platform that offers easy-to-use advice tools, with a reliable CRM and back office system, we've got you covered.

✗ **Do not** apply effects

Built for better performance

✗ **Do not** mix multiple styles

POWERING progress in financial services

FOR OVER THREE DECADES, Iress has been at the core of financial services through **trusted technology** and **brilliant people.** Together, we solve the industry's challenges, **unlocking potential** that benefit everyone.