Type

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Index Items

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Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the new comers to this.

Typeface

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Poppins

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Our Typeface

Poppins is a geometric, neo-grotesque sans-serif that pairs perfectly with Pryseflow's promise of clarity and forward motion. Built on near-perfect circles and generous counters, the family delivers crisp legibility on retina screens and printed ledgers alike—making every invoice, dashboard metric, and marketing headline feel open, modern, and trustworthy.
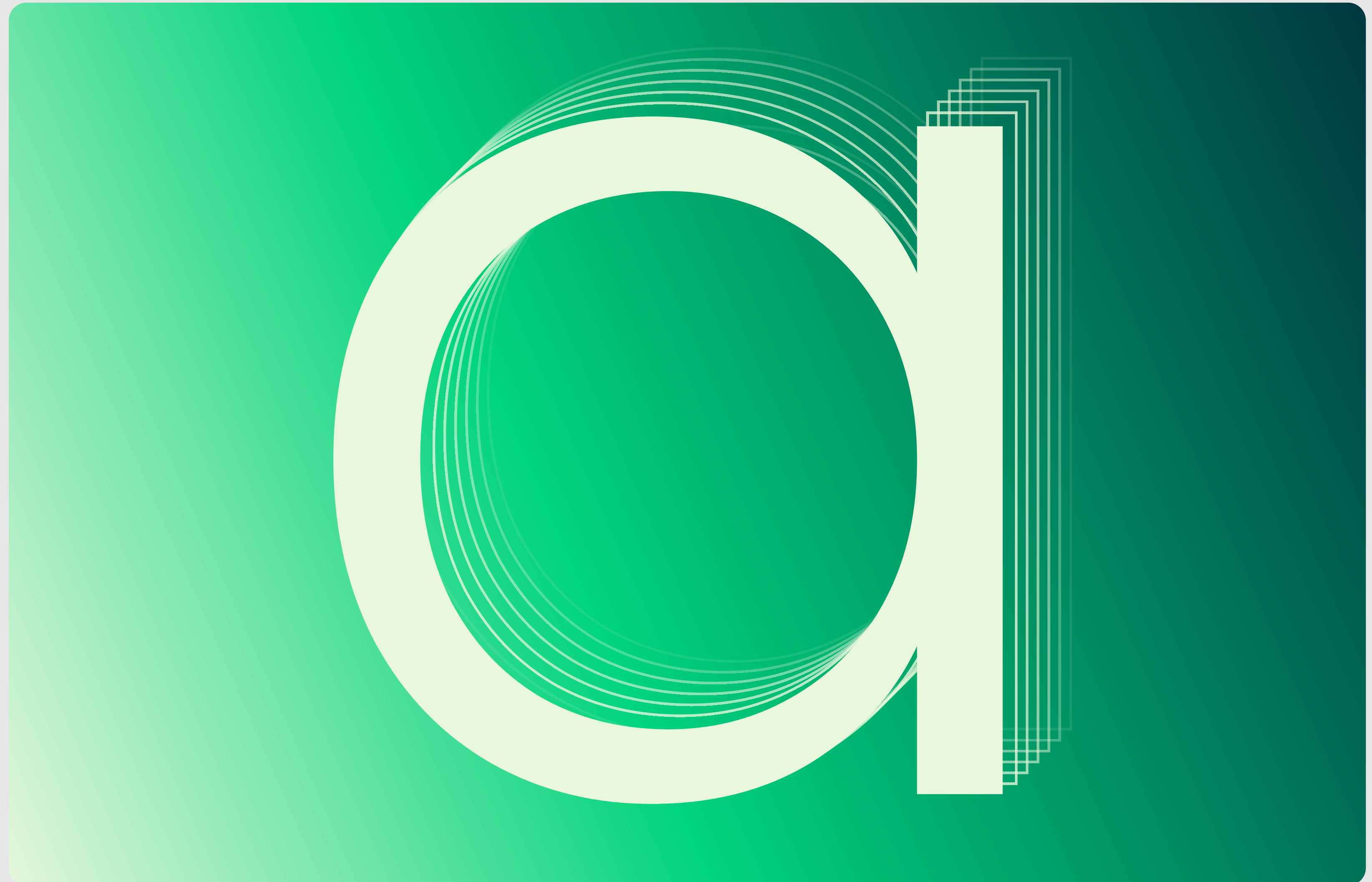
Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#()?!

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Aa Bb

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Full Logo Lockup

The rounded forms inside Poppins mirror the curves of the Flow Dot, creating instant visual harmony across headings, UI labels, and long-form copy.

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Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

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London
Cape Town
Lagos
Nairobi
San Diego
Accra
Kigali
Berlin

Scale

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Type Scale

A clear hierarchy keeps information effortless to scan—especially when invoices, dashboards, and marketing pages all share a single voice. Our type scale is built on three key display steps (104 px, 88 px, 64 px) that follow an 8-pixel rhythm and mirror the vertical-spacing system. Each size is shown in both Medium and Bold weights, with optical tweaks to tracking so the rounded forms of Poppins remain crisp even at headline scale.

Medium: 104px / Line Height 100% / Tracking: -4%

Display

Bold: 104px / Line Height 100% / Tracking: -4%

Display

Medium: 88px / Line Height 100% / Tracking: -4%

Display

Bold: 88px / Line Height 100% / Tracking: -4%

Display

Medium: 64px / Line Height 120% / Tracking: -3%

Display

Bold: 64px / Line Height 120% / Tracking: -3%

Display

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Type Scale

Beyond display sizes, Pryseflow relies on a practical set of text tokens—from 8 px micro-labels to 72 px statement headings. Each token marries our Poppins typeface with tested line-height and tracking values, so designers can drop them into a layout and trust they'll read cleanly at any breakpoint.

ID	Typeface	Scale	Line Height	Tracking
Scale/8	Poppins	8px	140%	0%
Scale/12	Poppins	12px	140%	0%
Scale/18	Poppins	18px	130%	0%
Scale/24	Poppins	24px	130%	–1%
Scale/32	Poppins	32px	130%	–1%
Scale/48	Poppins	48px	120%	–1%
Scale/56	Poppins	58px	120%	–2%
Scale/64	Poppins	64px	110%	–2%
Scale/72	Poppins	72px	100%	–2%

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