

Technical Data Sheet

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Digital | Typography

Typeface: Geist

The Rico Brunner brand utilizes **Geist** to amplify clarity. It embodies directness and structure, ensuring content is easily readable without playful or esoteric touches.



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

., ; : & % - # @ ? !

Rico Brunner quickly adjusts and restores complex human energy field zones with exact objective wave logic.

Web Fallback Font

For web development, the font stack is designed to gracefully degrade across different operating systems if the primary web font fails to load.

Apple System: Helvetica

Windows System: Arial

Android System: Roboto

Linux System: Ubuntu

CSS Stack

```
body { font: 1em "Geist", Helvetica, Arial, Roboto, Ubuntu; }
```

Email Safe Fallback Font

Because many email clients (especially Microsoft Outlook) block custom web fonts, a bulletproof fallback must be defined. Email clients will strip 'Geist' and render the next available system font.

- **Primary Fallback for Email:** Arial, sans-serif
- *(Note: Arial is chosen over Helvetica for email because it is universally pre-installed on all Windows desktop machines, guaranteeing the closest structural match to Geist in Outlook).*

The Typographic Scale Matrix

The following matrix defines the exact rendering specifications across all primary device breakpoints.

- **Letter Spacing Tracking:** Universal tracking of 0.014em (Equivalent to Canva tracking 14).
- **Colors:** Primary text is #141414 (Dark) on a #FAFAFA (Light) background.

Level	Desktop (≥1024px)	Tablet (768px)	Mobile (≤767px)	Weight	Line Height	Letter Spacing
H1 (Main Headline)	64px	48px	36px	700 (Bold)	1.1 (110%)	0.014em
H2 (Section Title)	42px	32px	26px	600 (Semi-Bold)	1.1 (110%)	0.014em
H3 (Sub Section)	24px	20px	18px	500 (Medium)	1.1 (110%)	0.014em
Body L (Lead)	22px	20px	18px	400 (Regular)	1.65 (165%)	0.014em
Body M (Standard)	18px	16px	16px	400 (Regular)	1.6 (160%)	0.014em
Body S (Small Text)	15px	14px	14px	400 (Regular)	1.65 (165%)	0.014em

Example

H1
Main Headline | 64px

Substance, not pressure.

H2
Section Title | 42px

The energetic causes

H3
Sub Section Title | 24px

Energy field restoration

Body L
Lead Paragraph | 22px

Rico Brunner has worked exactly there since 1998.
Not on the symptoms, but on the energetic causes.

Body M
Standard Body | 18px

Some problems sit deeper than the body and work differently than the mind.
Constant exhaustion, despite sleep. Fears with no obvious cause. The feeling of no longer being yourself.

Body S
Small Text | 14px

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Responsive Implementation Strategy

Web: Fluid Typography

Instead of abrupt "jumps" between breakpoints, the web typography should scale smoothly (fluidly) using CSS clamp(). This ensures perfect proportions on any screen size.

Example CSS Implementation for H1:

```
h1 {  
  /* Scales fluidly from 36px at 320px viewport, up to 64px at 1024px viewport */  
  font-size: clamp(2.25rem, 1.4545rem + 3.977vw, 4rem);  
  line-height: 1.1;  
  font-weight: 700;  
  letter-spacing: 0.014em;  
}
```

Email: Fixed Steps via Media Queries

Fluid typography (clamp) is not supported in email clients. Email development MUST use fixed pixel values that switch at specific media query breakpoints.

```
/* Email Default (Desktop) */
```

```
h1 { font-size: 64px !important; line-height: 70px !important; }
```

```
/* Email Mobile (max-width: 480px) */
```

```
@media only screen and (max-width: 480px) {
```

```
  h1 { font-size: 36px !important; line-height: 40px !important; }
```

```
}
```

Vertical Rhythm & Spacing

To maintain the architectural grid logic, the vertical spacing (margins) between text elements must follow a predictable rhythm, rather than arbitrary values.

Element	Bottom Margin (margin-bottom)	Purpose / Rule
H1, H2, H3	16px (or 1rem)	Keeps headings closely tied to the paragraph they introduce.
Body L, M, S	24px (or 1.5rem)	Provides clear visual separation between distinct thoughts/paragraphs.
Last child elements	0	The last text block in a container should have no margin to prevent breaking the outer grid padding.

UI Color Application

- **Background Base:** #FAFAFA (Off-White)
- **Primary Text:** #141414 (Near Black)
- **Secondary/Meta Text:** #6B7280 (Medium Gray) - Used for Body S when indicating dates, legal text, or minor captions.
- **Interactive / Links:** #002FA7 (Brand Blue)
 - Web Hover State: Underline expands or text color shifts to #141414.
 - Email Links: Must be explicitly colored #002FA7 with text-decoration: underline; inline, otherwise Apple Mail/Gmail will force them to default blue.

Email-Specific Development Specialties (Crucial)

To ensure the typography renders cleanly across hostile email clients (like Outlook on Windows), developers must adhere to the following strict rules:

A. Line-Height Enforcements

Outlook often ignores standard CSS line-heights and crushes text together. You must force the line height using Microsoft-specific code (MSO) on the block level elements (like <td> or <p>).

<!-- Example of forcing line height in HTML Email —>

```
<td style="font-family: Arial, sans-serif; font-size: 18px; line-height: 29px; mso-line-height-rule: exactly; color: #141414;">
```

(Note: Always convert line-height multipliers to exact pixel values for email. E.g., Body M 18px * 1.6 = 28.8px → round to 29px).

B. Cap-Height Snapping (The Optical Fix)

Because web fonts and system fonts have different internal baselines, text inside email tables often appears slightly "pushed down," breaking the top alignment of the grid.

To optically snap the cap-height of the text to the top of the grid module, a negative top margin workaround should be applied to heading classes where possible:

```
.grid-snap-top {  
  margin-top: -0.22em; /* Pulls the text up to offset the natural line-height gap */  
}
```

C. Prevention of Font-Resizing

Apple iOS Mail sometimes automatically enlarges small text. To prevent this and maintain the design integrity of *Body S*, apply this fix to the <body> of the email:

```
body {  
  -webkit-text-size-adjust: 100%;  
  -ms-text-size-adjust: 100%;  
}
```