



# Typography

---

Similar to LEGO® bricks, typography relies on form and function, and is both an art and a science.

# Meet Cera Pro

Cera Pro is our official LEGO® brand typeface. Use it for master brand experiences and any non-franchise specific communication.

Cera Pro is new, and replaces the font LEGO Chalet.

It should be applied on a rolling basis whenever it is possible for individual teams to make updates to their experience.

## Where can you find this font?

- For PC users: IT Toolbox
- For Mac users: Universal Type Client
- External Partners: LEGO Asset Portal or shared via External Brand Package by LEGO Employee.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789.,:;%#\$£€(&)[!]{?}@\***

Let's inspire  
and develop  
the **builders**  
of **tomorrow**

*learning*  
through  
*play*

**Build.**  
**Unbuild.**  
**Rebuild.**

**The quick brown fox built an awesome spaceship and jumped over the lazy dog.**  
 The quick brown fox built an awesome spaceship and jumped over the lazy dog.  
 The quick brown fox built an awesome spaceship and jumped over the lazy dog

# Weights & Variants

Cera Pro has 6 weights available to create optimal hierarchy and contrast between messaging.

Use design best practice when styling headlines, subheads, and body copy.

Scaling up from your body copy at a ratio of **1 : 1.33**, rounded to the nearest whole number, works well.

Do not use Cera Pro Condensed and Cera Pro Compact across master brand channels or as a primary typeface. It is available for rare secondary use or when space is limited.

**CERA PRO**

Thin

Light

Regular

Medium

**Bold**

**Black**

**Headline at 21pt Bold**

This is a subhead sized at 12pt medium

This is an example of how body copy could look. It's styling is set at 9.5pt Cera light.

Example of headline and body copy hierarchy.

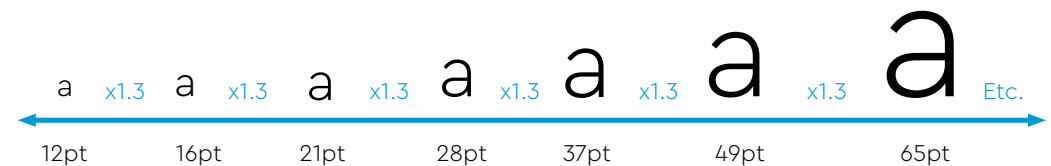
**COMPACT:**

Thin  
Light  
Regular  
Medium  
**Bold**  
**Black**

**CONDENSED:**

Thin  
Light  
Regular  
Medium  
**Bold**  
**Black**

Cera Compact and Condensed are only for secondary, special use.



Scale type sizes up by 1.33 for strong differentiation between text sizes

# Typography Guidance

Don't force our audience to squint or struggle to read something. Try another weight or colour combination to provide the best possible legibility and ensure your message gets through.

Poor contrast and legibility

**This is too tight**

**This is incorrect**

**This is just right**

Don't kern or track text too tightly or loosely.

**This line spacing is very loose, let's click it closer together instead.**

Avoid loose line spacing

**Here's some important typography design mistakes to avoid when using text across any LEGO® experience.**

These are based on best practice typography standards. The guidance here applies to how we use **any typeface** across **all LEGO communication**, not solely for when using the Cera Pro typeface on master brand experiences.

**THIS IS TOO MANY different STYLES for a single layout**

Avoid using too many different type styles, the rule of 3 usually works well.

**OUCH!**  
**This text is stretched out.**

Don't stretch type horizontally or vertically.

**Bold Headline**

**Bold Sub-head**

**Bold body copy Bold body copy**  
**Bold body copy Bold body copy**  
**Bold body copy**

Avoid making different levels of hierarchy the same weight.

**Hi, I'm a Headline**  
and this is a Sub-head

The body copy is the same font size as the above which doesn't feel right.

Avoid making different levels of hierarchy the same size or scale.



# More Languages: Noto Sans

**Use Noto Sans as the primary typeface, in all cases where Cera Pro does not cover your language needs.**


These Noto Sans files are uploaded to IT Toolbox and Universal Type Client.

Each script type may cover multiple languages, for example, Devanagari covers 63 languages across 8 different geographic regions! For detailed info about language coverage, visit:

[google.com/get/noto](https://google.com/get/noto).

Follow both local best practice for styling Noto Sans in combination with the guidance on previous pages.

If you are working in a language not covered here, contact Brand Development and we will look into adding it to both official IT platforms.




简化字  
正體字

Simplified & Traditional Chinese



देवनागरी

Devanagari



ةيِّبِ رَعْلَا

Arabic



日本語

Japanese



한국어

Korean



বাংলা

Bengali