Moore Heating & A/C

TYPOGRAPHY REFERENCE, WEBSITE TYPE SYSTEM

This reference documents every typeface, weight, size, and treatment used across mooreheating.com. Use it to keep print, digital, and partner materials consistent.

Typeface Families

Aa Bb Cc 123

Headings
Crimson Text, Semibold 600
Fallback: Georgia, serif

Aa Bb Cc 123

Body
PT Sans, Regular 400 / Bold 700
Fallback: system-ui, sans-serif

Aa Bb Cc 123

Buttons
PT Sans Bold, uppercase, 0.05em tracking
Fallback: system-ui, sans-serif

Heading Scale

LEVEL	SAMPLE	SIZE	FONT	USAGE
H1	Page Title	36 / 44 px	Crimson Text 600	Hero and page titles, one per page
H2	Section Heading	30 px	Crimson Text 600	Major section breaks
H3	Subsection	24 px	Crimson Text 600	Cards, FAQ questions
H4	Minor Heading	20 px	Crimson Text 600	Lists and callouts
Body	Paragraph	16 px / 1.6	PT Sans 400	Default running text
Small	Caption	14 px	PT Sans 400	Notes, captions, legal

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TYPOGRAPHY REFERENCE, TREATMENTS & RULES

Button Type

SCHEDULE SERVICE

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PT Sans Bold, 14 px, uppercase, 0.05em letter spacing, 2 px solid border.
Primary: white on Moore Red. Outline: Moore Red on transparent.

Color Applied to Type

	Charcoal	#4A4A4A	Headings and body copy
	Moore Red	#E80027	Links, emphasis, button fills
	Steel Blue	#527A8E	Secondary labels
	White	#FFFFFF	Reverse type on dark or red

Writing & Formatting Rules

1. All headings use Title Case, including headings written as questions.
2. Never use em dashes. Use commas or semicolons instead.
3. Write the company name as "Moore Heating & A/C" every time.
4. Founding year is 1974. Service area: Anchorage, the Mat-Su Valley, and Fairbanks.
5. One H1 per page; headings must nest in order without skipping levels.
6. Body copy max line length roughly 75 characters for readability.
7. Voice is plain, direct, practical, and Alaska specific. No hype.

Getting the Fonts

Crimson Text: fonts.google.com/specimen/Crimson+Text
PT Sans: fonts.google.com/specimen/PT+Sans
Both families are free for commercial use under the SIL Open Font License.