

Lemon Typography Guidelines

Overview

Lemon's type system is designed with consistency and readability at every level, establishing clear relationships between headlines, supporting copy, interface elements, and utility text. Thoughtful sizing, spacing, and hierarchy create an effortless reading experience that reflects the brand's promise of simplicity and ease. Distinct typographic roles ensure messaging remains expressive where it matters and functional where clarity is essential, resulting in a flexible system that scales seamlessly across marketing, product, and communications.

Typography Specifications

1. Eyebrows / Tags

Typeface

- IBM Plex Mono

Weight

- Regular

Tracking

- 0%

Leading

- 90%

Example

WELCOME TO LEMON

2. Headlines

Typeface

- IBM Plex Serif

Weight

- Regular

Tracking

- -4%

Leading

- 110%

Example

Turn what you say into what gets done

3. Sub Headlines

Typeface

- IBM Plex Sans

Weight

- Medium

Tracking

- -2%

Leading

- 110%

Example

Your Voice is now your most powerful tool

4. Body

Typeface

- IBM Plex Sans

Weight

- Regular

Tracking

- 0%

Leading

- 140%

Example

Lemon is the first AI voice assistant for writing that turns your speech into polished emails, docs and more with the simple push of a button in every app.

The folders for fonts have been added to drive, you can download it from there:

 IBM_Plex_Mono



 IBM_Plex_Sans



 IBM_Plex_Serif

