



**NORTHERN WOLF**

- MARKETING -  
Est 2017

**Caddick Davies**  
**Font changes**

**Requirements document**

# 1. Document Information

This specification document serves as the primary reference document on the project for Caddick Davies and Northern Wolf and outlines the final deliverables of this task.

Upon sign-off, it should be understood that anything that is not discussed within this document is not part of the project scope.

Any additional requirements that arise which are outside of the scope of this document could impact on development timescales, may be subject to additional costs.

**Client:** Caddick Davies

**Project:** Font Changes

**Author:** Jason Yari

**Version:** 1

**Version History:**

	<b>PUBLISH DATE</b>	<b>AUTHOR</b>	<b>CHANGELOG</b>
<b>1.0</b>	18/07/2025	Jason Yari	Initial Version

## Contents

1. Document Information .....	2
2. Design .....	4
3. Proposed changes.....	4
Header Text and Nav Links .....	5
Titles .....	5
Subtitles .....	7
Bullet points, Item links.....	8
Body Copy.....	9
4. Sign Off.....	11

# 1. Overview

As part of a range of strategic changes to reduce site speed, we aim to:

- Consolidate fonts used on site to two to three fonts
- Remove unused fonts
- Standardise font-sizes, font-weights, line-heights, and letter-spacings to create a more uniform look and feel
- Update stylesheets sitewide

# 2. Design

Northern Wolf proposes the following:

- Use only 2 fonts, Cera for titles, Roboto for subtitles, bullet list, nav-links, page links, form-fields and general body copy
- Remove most uses of uppercase, leaving only very specific use cases
- Remove any odd letter spacing
- Increase any instances of text under 16px font-size to base size of 16px (unless legal/copyright text in footer or trust-pilot text) to improve accessibility
- Create a logical hierarchy of titles, decreasing in font-size from 38px to 20px

# 3. Proposed changes

## Buttons

Create consistency with button texts, removing uppercase text and setting each and every button to use the following properties:

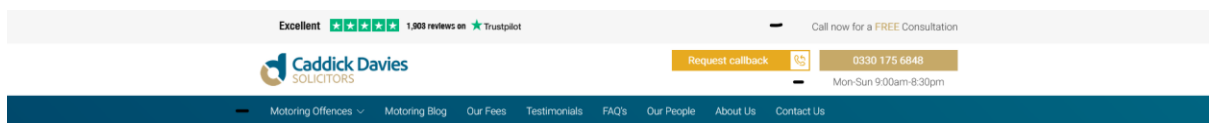
- Font-family: Roboto
- Font-size: 16px
- Font-weight: 700 (bold)



## Header Text and Nav Links

Increase font-size of header text and navigation links to base size (16px) and use same font for consistency, this will also be the size and font-family of the general body copy throughout the site.

- Font-family: **Roboto**
- Font-size: **16px**
- Font-weight: **400** (regular)



## Titles

Create a logical hierarchy of title font-sizes, ranging from large to small.

- Font-family: **Cera**
- Font-size: **38px**
- Font-weight: **700** (bold)



- Font-family: **Cera**
- Font-size: **30px**

- Font-weight: 700 (bold)

Free Consultation

## Experts in Speeding, Drink Driving & Motoring Offences

Caddick Davies is recognised as one of England and Wales' specialist leading firms for Speeding, Drink Driving and other road traffic offences. We provide advice and representation on a range of motoring offences including the avoidance of disqualification on penalty points or "totting up" (exceptional hardship), driving without due care and attention (careless driving) and dangerous driving.



*Neil Davies*

Neil Davis

- Font-family: Cera
- Font-size: 25px
- Font-weight: 700 (bold)




### How we've helped others through driving and motoring offences

As specialist motoring solicitors, we have an established reputation for successfully defending motoring prosecutions and for persuading motoring courts not to endorse penalty points or impose disqualification upon our clients.

- ✓ Successfully defending motoring prosecutions
- ✓ Minimising penalty points
- ✓ Avoid disqualification from driving

WHAT MAKES US SPECIALIST MOTORING SOLICITORS?	+
WHICH COURTS IN ENGLAND AND WALES DO WE COVER?	+
WHAT ARE OUR FEES?	+
WHY USE A SPECIALIST MOTORING SOLICITOR?	+
WHY CHOOSE CADDICK DAVIES SOLICITORS?	+
WHAT IS OUR SUCCESS RATE?	+

- Font-family: Cera
- Font-size: 20px
- Font-weight: 700 (bold)

 <p><b>Over 10,000 cases covered</b></p> <p>Our extensive experience allows us to choose the most effective legal approach to each case</p> <p><a href="#">Learn more &gt;</a></p>	 <p><b>1600+ 5 Star Reviews on TrustPilot</b></p> <p>We are proud to have a wealth of clients who have appreciated our services and who would recommend us to any friends or family who find themselves facing a motoring charge.</p> <p><a href="#">Learn more &gt;</a></p>	 <p><b>UK's Leading Motoring Solicitors</b></p> <p>We have a highly-effective track record in defending motoring charges, leading to no penalties, or considerably reduced penalties, being imposed on our clients.</p> <p><a href="#">Learn more &gt;</a></p>
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Neil Davis  
 Founder & Senior Partner



**Neil Davies**  
 Senior Partner and Founder of Caddick  
 Davies Solicitors

**Meet the Team**

## Subtitles

*(including eyebrow titles above titles)*

Remove uppercase and odd letter-spacing, use following properties:

- Font-family: **Roboto**
- Font-size: **20px**
- Font-weight: **400** (regular)

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**The UK's Leading Motor Solicitors**

Call for a Free Consultation  
☎ 0330 175 6848

- 📍 National Representation
- 🆓 Free Initial Consultation
- 👨‍⚖️ Specialist Motoring Solicitors

Request a callback >

1,903 reviews  
★ Trustpilot  
5 out of 5  
Our customers rate us  
**EXCELLENT**

AS SEEN ON  
BBC sky NEWS itv

### Bullet points, Item links

- Font-family: Roboto
- Font-size: 18px
- Font-weight: 400 (regular)

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Motoring Offence Services		Search	>
Speeding >	Exceptional hardship and totting up >	No Insurance >	
Using a Mobile Phone >	Failing to Identify the Driver >	Careless Driving >	
Dangerous Driving >	Failing to Stop and Report an Accident >	Drink Driving >	
Medical Revocation >	Drug Driving >	Motoring Offence Solicitors >	

## Body Copy

- Font-family: Roboto
- Font-size: 16px
- Font-weight: 400 (regular)

## Trusted Legal Representation for Motorists in England and Wales

As one of the UK's leading firms for specialist motoring law representation, Caddick Davies and our team of driving solicitors is a trusted option for any motorist charged with a driving offence in England or Wales.

Road Traffic & Motoring Offence Specialist Lawyers

Our team of specialist driving offence solicitors have established a reputation for successfully defending motoring prosecutions and for persuading the courts not to endorse penalty points or to impose disqualification upon our clients. We have a respected reputation in motoring courts across the country.

We are recognised as the "go to" firm for motorists charged with a range of motoring offences, while our driving solicitors are regularly asked to comment in the media, including the BBC, ITV and The Times. Senior Partner, Neil Davies, also has a regular advice column in Auto Express Magazine.

We operate on a Fixed Fee Basis and pride ourselves on our motoring lawyers offering a high-quality service which is affordable to all motorists. Our motoring solicitors provide clear communication and are transparent on our terms at all times. We can discuss flexible payment terms depending on each client's budget.

### How we've helped others through driving and motoring offences

As specialist motoring solicitors, we have an established reputation for successfully defending motoring prosecutions and for persuading motoring courts not to endorse penalty points or impose disqualification upon our clients.

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WHAT IS OUR SUCCESS RATE?	+

As well as improving the site's efficiency, these changes will streamline the site's typography, helping to create a clear and logical hierarchy, minimising unnecessary variation, and giving the entire site a more cohesive, polished look and feel. Not only enhancing visual consistency but also improving readability and user experience by establishing a clear structure throughout the site.

## 4. Sign Off

By signing this approval document, I hereby confirm that the specification has been produced to my requirements, and I authorise Northern Wolf to advance to development according to this specification – “Stormforce – Configurator WebApp – Technical Specification 1.3.pdf”.

**Contact name:**

**Company name:**

**Signed:**

**Date:**