

DON'T
TRUST
Everything
YOU SEE
EVEN SALT
LOOKS LIKE
Sugar.

CREATIVITY
— IS —
INTELLIGENCE
H A V I N G
FUN

font pairing

More
NOTHING
Less
NOTHING

IF THERE IS NO
Struggle
THERE IS NO
Progress



1

NOW SERVING
BRUNCH

— Sifonn
Outline

— Sifonn

WEEKENDS | 10AM-3PM — Sifonn

BREAKFAST SPECIALS • KIDDIE GAMES
& GOOD MUSIC

2

Trocchi

4

Yellowtail

CAFÉ

Alonso

Pairing two or more typefaces together in the same design piece can give it a rich character.

As you can see in this flyer (left) for Cafe Alonso, the typeface Sifonn is used here using multiple font varieties, weights and sizes including an outlined version.

You can tell this is the same typeface by studying the structure and characters of the letter R. They match perfectly, with the R presenting a long closed bowl and short legs. This typeface is a sans-serif, without serifs at the end of its character arms, stems or legs.

You also see this second typeface being used called Trocchi. Trocchi is a serif typeface and it pairs well with a sans-serif typeface. Serif's have lots of character and detail, so it complements the lack of detail on the sans-serif typeface, giving the design nice complexity and variety.



As with anything in design there is a proper balance we have to achieve when pairing different typefaces. If we decided to use 5 or more different fonts in the same space it starts to feel inconsistent and messy.

character
Serif
simple
Sans-Serif

nuanced
GRAPHIC DESIGN

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The key to font pairing is having enough contrast between typefaces.

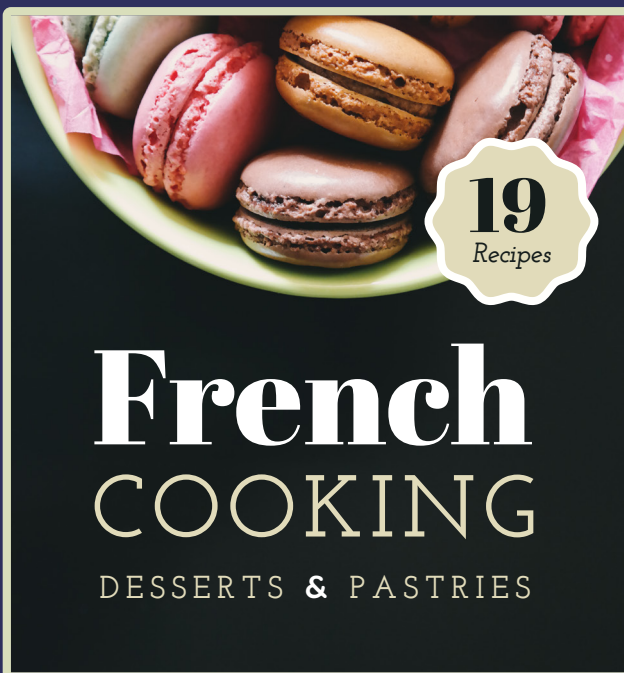
Use simple typefaces paired with detailed typefaces.

Detailed Typefaces

With Simple Typefaces

Henriette

Raleway
(Regular)



Use typefaces with thick characters paired with one that has thinner characters.

Chunky Serif — Abril Fatface

Slab Serif Typeface — Josefin Slab

A thick serif typeface with a regular weight sans-serif also pairs well together.

Chunky Serif — Abril Fatface

Sans-serif typeface — Myriad Variable Concept (Regular)

A woman with an afro playing a ukulele on a beach.

Bring more carefree moments to your life.

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FDIC insurance does not cover other financial products and services that banks may offer, such as stocks, bonds, mutual funds, life insurance policies, annuities or securities. The standard insurance amount is \$250,000 per depositor, per insured bank, for each account ownership category. FDIC insurance does not cover other financial products and services that banks may offer, such as stocks, bonds, mutual funds, life insurance policies, annuities or securities.

You can even pair different fonts in the same typeface family.

Thick Sans-serif — Azo Sans Black

Light Sans-serif — Azo Sans Light

Pairing two different typefaces together is like dating. You will find some fit together like a glove while others are disastrous.

The best way to find which fonts pair well together is to follow some basic rules, some of which are the same rules we follow in design as a whole like contrast, repetition and balance.

Opposites attract.

hello there

My date above is pretty fancy with its high contrast strokes.

Didot Bold

I'm just a simple guy with consistent thickness in my strokes. and no serifs or fancy details.

Avenir Book

wonder
wonder

Good Sample Pairings:

Bree Bold
Helvetica

Big Calson
Lato Regular

POIRET ONE
Gill Sans SemiBold

Arvo Bold
Cambay Devanagari

Helvetica Bold
Mokoko Regular

Montserrat Bold
Bree Bold

Not having enough differences between your choices can make the two compete with each other, making your design lose focus.

These are both Didone style typefaces. It is hard to even tell the difference, and that is the problem.

This One

Didot Regular

This One

Baskerville Poster PT

The differences are really tiny. Like the way the serif is treated in this lowercase N.



Examples of font pairings that have little contrast

Futura Bold
Antique Olive

Helvetica Regular
Roboto Medium

Henriette
Alfa Slab One

Benton Sans Regular
Arial Regular

Disorder with Order

Script

My date is carefree and fun. Her characters have big gaps between the cap height and X-Height lines.

I am glad I have more average spacing between mine so I can balance her out.

A

Al Fresco

A

Laca Book

Good Sample Pairings:

Primont

Soleil Semibold

Lust Script

Laca Book

ParkSide

Ballinger Bold

Cortado

Quatro Book

This is Strange

Cap Height

X-Height

Baseline

Play by the rules

Cap Height

X-Height

Baseline

Try to avoid pairing two strong scripts or decorative typefaces together.

Viktor Script

Al Fresco

Liza Disaply pro

Coquette

Lust Script

FAVE CONDENSED ONE PRO

CORTADO

BATTERY PARK

A good example of pairing an expressive typeface with a simple one.

Stay
We will survive
coronavirus.
home.

Rules were made
to be broken...
sometimes.

There are instances where having disjointed font pairings can be a creative expression. This could be by using more than four different fonts in one design piece or fonts that vary wildly from one another.

big
BOLD
HEADLINE

don't cry
because
it's over
smile
because *it*
happened.
-Dr. Seuss

WAKE UP
& Smell
The Coffee



LIFE IS LIKE
riding a bicycle.

TO KEEP YOUR
BALANCE.

You must keep ●
moving