

Pairing Type. Type Contrasts.

Pairing type and working with contrasts within type, is again, like having style. It's a flow. Something that there is no wax on, wax off way to do. Also, because there are countless fonts out there in the ether, it can also be a game of IF we can find the right/best fonts to pair. Pairing fonts is something that most of the time is done by instinct. The pair will just “look” good together.

Still though there are some principles we can use to better guide us.

There are a few different types of fonts.

Serif

A serif font is a font with small strokes or extensions at the end of its longer strokes. Serifs have their roots in ancient Roman square capitals, and became widely used with the advent of the printing press. They are often used in books,

magazines, and newspapers, as serif fonts are considered easier to read in long-form use cases. Examples of serif font styles are old-style serif fonts, such as Garamond; transitional serif fonts, such as Times New Roman; did one or modern serif fonts, such as Bodoni; and slab serif fonts, such as Rockwell.



Slab Serif

A slab serif font is a serif font where the serif is squared off, giving the font a blocky, sturdy appearance as opposed to the more refined look of a traditional serif. Slab serifs tend to have less contrast overall than other serifs, which contributes to their heavy, often dramatic appearance. Slab serif fonts are typically used where a display font is required, such as book covers, posters, advertisements, logotypes, or as complimentary fonts in a broader type system. Popular slab serif fonts include Rockwell, Clarendon, Serifa, Courier, and Memphis.



Sans Serif

A sans serif font is, as the name implies, a font without serifs. In typographic terms, serifs are the small strokes or extensions at the end of a longer stroke, such as the leg of a “K” or “R.” There are several styles of sans serif fonts, including geometric sans serifs like Futura, humanist sans serifs like Frutiger, grotesque sans serifs like Franklin Gothic, and neo-grotesque sans serifs like Helvetica. Sans serif fonts are popular with brands, and are usually easier to read on screens because they have a simpler design than serif fonts.

20 Fonts – Uprights &
Its Matching Italics.

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Gilroy

Display

A display font is a broad category of fonts that are designed for short-form and often large-format applications, such as billboards or posters; logotypes; headlines or headings in magazines or websites; and book covers. Display fonts transcend styles—they can be a serif font, slab serif, didone, script, sans serif, and so on. Many typefaces are designed purely as display fonts and given a range of decorative features, as seen in Walbaum. Some typefaces, such as Helvetica Now, will include a display version in which the original design is embellished or exaggerated for use at larger sizes.

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Hand Written

As the name suggests, handwritten fonts are fonts that look like they were written by hand, usually with a pen or marker. Within that broad category you'll find a range of styles that reflects the variations and subtle differences found in actual handwriting. The difference between script and handwritten fonts is perhaps a bit pedantic, but is based in the fact that script fonts are decorative or calligraphic in nature, while true handwritten fonts reflect the penmanship one would use in a letter. Examples of handwritten fonts include FF Mr K, ITC Zemke Hand, and Cavolini.



Script

Script fonts are designed to capture the flourish and artistry of traditional hand lettering and calligraphy, usually as if written with a pen, brush, or marker. Script fonts are usually decorative in nature and most should be used like one would use a display font, which is to make a statement rather than set text. They are popular with stationery, logotypes, branding, and poster design, and script fonts can be paired with a range of other font styles to create different moods. Popular script fonts include Liesel, Amarone, and Bayamo



I always start with a base font. Either to be used with headings or paragraph. From there I pair it with another similar font. Personally, I do not pair different types. If I choose a sans serif font, I pair it with another like font. So if I choose a base font that is sans serif I pair it with another sans serif font. There is no golden rule about this though.

Consider your brand

What is your brand? This must be considered as your font should reflect it from a design stand point.

Some examples of what this could entail could be:

Clean - A more minimalistic look to a brand



Classy - A more rich and classic brand



Friendly - A more friendly and casual/laid back brand



Quirky - More design heavy, louder brand



Techie - More tech/modern focussed brand



Dark - A more underground/dark/mysterious look



This is only a few examples though. There can be many others but generally. If we know our brand we can more easily identify the “feel” we are going for. With that said, if I happen to choose a more complex font. I will use it for more Display purposes and pair it with a simpler font of like style for

paragraph text.

HEADING

Lorem ipsum dolor sit amet, consectetur ad

Above is “Royal” Mixed with “Seasons”
Both are Serif fonts but as stated there is
no hard set rule. The “Royal” font *could*
work with a sans serif font. For example:

HEADING

Lorem ipsum dolor sit amet, consectetur adipis

Above is “Royal” mixed with “Recline” which
is a sans serif font. But in this case they still
go well together.

https://creativemarket.com/MoonBandit/5634202-Royal-An-elegant-luxurious-font?utm_source=google&utm_medium=cpc&utm_campaign=PPC_GOOG_SmartShopping_US_All&utm_content=&utm_term

<https://creativemarket.com/mycreativeland/6282766-The-Seasons-Serif-Font-Family>

<https://creativemarket.com/YusufNikiSyahroni/7127113-Recline>

Contrasting Fonts

We can also contrast fonts using some principles to accomplish it:

Size



Weight



Color



Direction



Structure

Regutalic
Bolditalic

Form

AG ag

