

Typography & fonts

Use this page as a guide for choosing and pairing your brand fonts.

WHAT'S YOUR STYLE?

From your core values and tone and voice worksheets, start to consider what font would create the best match for your style. Write down the feeling you want to convey when people look at your printed words.



TYPE OF FONT	EMOTION IT EVOKES	EXAMPLES
<p>SERIF</p> <p><i>Has a small extra stroke (“feet”) at the end of the main vertical and horizontal lines of some letters.</i></p>	<p>classic, timeless, traditional, stable, respectful, reliable</p>	<p>Times New Roman, Garamond, Bodoni, <i>Playfair Display</i></p> <ul style="list-style-type: none"> • used for large bodies of copy, like books • pairs well with sans serif, script, display
<p>SANS SERIF</p> <p><i>Has consistent thickness to the letterforms, which have no feet.</i></p>	<p>modern, crisp, simple, neutral, objective, strong, clean</p>	<p>Open Sans, Raleway, Barlow, Poppins</p> <ul style="list-style-type: none"> • used for logos, body copy, titles • pairs well with serif, script, display
<p>SCRIPT</p> <p><i>Are generally fancy fonts that resemble handwriting or cursive.</i></p> <p><i>Downfall: can be hard to read.</i></p>	<p>traditional, feminine, elegant, expensive, romantic</p>	<p><i>Euphoria, Seaweed, Learning curve</i></p> <ul style="list-style-type: none"> • used for accent font (never long sentences) • pairs well with serif, sans serif
<p>BRUSH/HANDWRITTEN</p> <p><i>Has a unique personality that creates warmth and friendliness.</i></p> <p><i>Downfall: trendy, can be hard to read</i></p>	<p>fun, creative, playful, wild, artistic, human touch</p>	<p><i>Calafia, Moonstone, Dystopia, Hallelujah</i></p> <ul style="list-style-type: none"> • used for accent font (never long sentences) • pairs well with serif, sans serif
<p>DISPLAY</p> <p><i>Highly unique and creative fonts that don't fit most categories.</i></p> <p><i>Downfall: extremely trendy, hard to read</i></p>	<p>friendly, unique, expressive, amusing, funky</p>	<p>Gomawo, Goardquick, BLUE SPIRITS</p> <ul style="list-style-type: none"> • used for logos, accent font (never long sentences) • pairs well with serif, sans serif

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Use this page as a guide for creating visually appealing hierarchy with your brand fonts. Make sure your fonts are licensed for commercial usage (some free fonts are limited to personal use only).

LIST YOUR FONTS

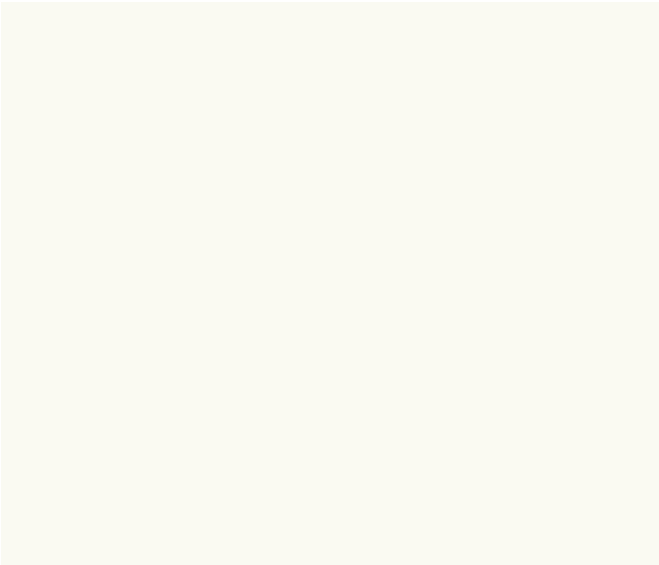
Once you have selected, purchased, and downloaded your fonts, it's time to create your font pairings and hierarchy. List on the right your heading, subheading, and body copy fonts you will use.

PRO TIPS

Use font families that have lots of variations in weights (regular, black, semibold, italics).

Don't be afraid to use just one font family. Mix and match upper case, lower case to create interest.

If you are using multiple fonts, keep it to 3 max.



HEADING *Poppins black caps*

Subheading *Poppins extralight*

This is your body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. *Poppins regular*

Section heading *Poppins black*

1 This is more body copy to list features of your products for example. Lorem ipsum dolor sit amet. *Poppins regular*

01. same sans serif font family, same color

Heading *Garamond light italic*

SUBHEADING *Garamond bold caps*

This is your body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna. *Garamond regular*

02. same serif font family, same color

Heading *Hullist*

SUBHEADING *Playfair regular caps*

SECTION HEADING *Raleway regular caps*

This is your body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ut labor. *Raleway regular*

03. three different fonts, same color

01 *Gomawo*

Subheading *Calafia*

This is your body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna. *Barlow regular*

04. three different fonts, varied colors