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## Secrets of Terrific Type

### Lesson 05-01: Pairing Fonts

Here we go! Are you ready? All of our hard work is really going to help us as we approach the topic of pairing fonts. Do you remember all the way back to Lesson 2 where we talked about Font Classifications?

Well, those Font Classifications are going to come in handy as we look at the topic of pairing fonts so you might want to have the Font Classifications Cheat Sheet nearby as we go through this lesson.

So, let's talk about some basic rules when it comes to font pairing.

#### #1 - Opposites Attract

When you combine a bold heavy font with a thin light font, even from the same font family, this often works well as it provides enough contrast for visual interest.

**Opposites**  
Attract

#### #2 - Combine Serif & Sans Serif

Using a mix of serif and sans serif can be a great way to pair to fonts together.

**Serif**  
Sans Serif

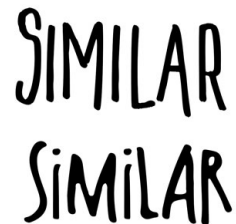
### #3 - Script fonts combine well with both Serif and Sans Serif fonts

Script fonts are very versatile in that they combine well with either sans serif or serif fonts.



### #4 - Don't combine fonts that are too similar.

When you combine two fonts that are almost alike, it actually looks like you made a mistake instead of looking like a design choice.



### #5 - Be careful with Handwritten and Decorative fonts.

Because Handwritten and Decorative fonts can be anything from a pretty script to a funky sans serif, you will need to pay extra attention to the style of the font before you pair something with it. We'll go over examples of how to do this later on, but for now, just recognize that handwritten fonts require more thought.



### #6 - When in doubt, look at font duo's for sale.

Many font designers are creating and selling font duos where they design two different style fonts to be used together. These font duos can be a great resource both as a product to use and as inspiration for your own font pairing.



So now that we've covered some rules, let's spend some time working through a few examples to help reinforce those rules.

### Example One:

This first example, I'm starting with a pretty script font. The rules say script fonts combine well with either serif or sans serif fonts.

*Trust*

So the rest of my phrase could look like this

*Trust*  
in the Lord.

or this.

*Trust*  
in the Lord.

Both versions look great. But which version I use will depend on the rest of my digital project. If my project is more clean and minimal, the Sans Serif version might be a better fit. If my digital project is more classic or traditional, the Serif font might be best.

### Example Two:

This next example starts with a handwritten font. In this example, the handwritten font is an all caps Sans Serif style of handwriting. So I paired a bold, Serif style font with it and I think it looks good! But let's use the same phrase with a different style of handwritten font.

**you make me**  
HAPPY

Here I've made the word happy a bold, paint brush style font. While the Serif font I had from earlier isn't horrible with this font, it's not the best choice. Let's try a thin serif font first.

**you make me**  
*happy*

This looks pretty good. The contrast is better and the two fonts pair well. But I also want to try a Sans Serif font.

you make me  
*happy*

The Sans Serif font works well with this too. So again, which one I use will depend on the rest of my project.

you make me  
*happy*

So, the best thing you can do when you're faced with a font that pairs well with many other fonts, is to consider the rest of your digital project. Think about the vibe or feel your project has and let that steer you in the direction for your second's font choice. Just make sure to keep the rules we discussed in mind and you'll do great!

In the next video, we'll go over some other aspects of pairing fonts and then after that, we'll get into making some gorgeous pieces of wordart!