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## Secrets of Terrific Type

### Lesson 05-02: Pairing Fonts, Continued

We've covered the basic rules but now we're going to take a closer look at some of the finer points on pairing fonts.

As we talked about in the last video, we learned that when combining fonts, opposites attract. We're going to delve deeper into that idea as we look at Font Size and Font Weight (or Thickness).

#### Font Size:

When it comes to creating wordart pieces, one of the things that can create visual interest is varying the font size of the two fonts you're using.

For example, let's look at a phrase and for this example, I'm going to use the phrase, for the beauty of the earth.

The one word I want to emphasize is beauty. So that word will be the script font.

*beauty*

The other words in the phrase, I want to have a Serif font for them.

So, when I put them all together, if both fonts are all the same size, it looks ok.

for the *beauty* of the earth

But, if I decrease the font size of the Serif font, all of a sudden this piece of wordart has much more visual interest than it did when both fonts were the same size.

for the *beauty* of the earth

## Font Weight:

Varying the size of the fonts you use is just one more way we can make our wordart more appealing. But that's not the only thing to consider. Now let's look at the font weight (or how bold it is) and how that can also help us when pairing fonts.

Let's use the same phrase as before but this time, I'll use different fonts.

Once again, I'm going to use a Script font for the word beauty. But this time, the script font is thin and delicate.



Because of the more fancy style font, I want to pair this with a more classy looking font that doesn't look too modern. So again, I want to use a Serif font. To start with, let's look at the serif font I used in the previous example. It's also very thin.



And while the contrast between the font size and the font types is high, let's see what it looks like if we use a more bold Serif font. Here, I've changed the font to a regular serif weight. It's more bold than the previous font and it compliments the delicate script font well.



But, what if we made this serif font even more bold? When I make the Serif font Bold, something happens. All of a sudden, my eye is fighting over which part of the word art is the main piece. I want the word beauty to be what stands out but now, the dark boldness of the other words is competing with the word beauty instead of complimenting it. So, if you choose to use a delicate script font, don't pair it with something too bold or you might lose the cohesiveness we felt in the previous example. You want the contrast to be complimentary, not in competition with your main word or words.



I hope this helps you better understand how we can use Font Size and Font Weight to better pair our fonts. Remember, we want our fonts to compliment each other, not compete.

Now it's time for some fun Homework Projects! We are going to create some wonderful wordart together so I hope you're ready to use all the Secrets of Terrific Type to make some beautiful pieces of wordart.