

USE TYPE TO APPEAL TO YOUR AUDIENCE

Typeface refers to the design of alphanumeric characters, often in multiple type styles like regular, bold, and italic. **Font** refers to the software you install on your computer to use the typeface, so the terms are nearly synonymous these days. Each typeface falls within a basic classification: **serif** (with horizontal “feet” at the base of the letters) or **sans serif** (without “feet”). The typeface you choose says something about how you want to present yourself and how well you understand your target audience.

SERIF	connotations	ideal uses	examples
old style/transitional	classic, conservative	print body text	<u>Ritz-Carlton</u> , <u>tumblr</u> Garamond, Minion Pro, Baskerville, Hoefler Text, Palatino, Georgia, Cochin
modern	sophisticated, fashion-conscious	titles, headings, drop caps, decoration	<u>Vanity Fair</u> , <u>Vogue</u> , <u>GAP</u> Bodoni, Didot
slab	architectural, bold	titles, headings	<u>Honda</u> , <u>Sony</u> Courier, Roboto Slab

SANS SERIF	connotations	ideal uses	examples
grotesque/gothic/neogrotesque	industrial, mechanical	titles, headings	<u>YouTube</u> , <u>Toyota</u> , <u>McDonald's</u> Arial, Helvetica, Roboto
humanist	high tech	titles, headings, print and web/screen body text	<u>Microsoft</u> , <u>LinkedIn</u> Open Sans, Myriad Pro, PT Sans, Lucida Grande, Gill Sans, Optima, Verdana
geometric	industrial, generic	titles, headings if bold; print and web/screen body text if light	<u>Google</u> , <u>FedEx</u> Futura, Avenir

USE TYPE TO UNIFY YOUR DESIGN

The easiest way to pair typefaces is to use styles from the same family, such as **Open Sans Bold** and Open Sans Light—but be sure the typeface is versatile enough for headings and body text, with styles that offer significant contrast. To combine type from different families...

1. look for **contrast** so readers can easily distinguish the typefaces from each other,
2. choose typefaces that suggest similar connotations and **tone**, and
3. compare the heights of the lowercase letters to find typefaces with **similar x-heights**.

If you still aren't sure how to pair typefaces, consult Typ.io or Fontpair.co for ideas and inspiration.

CONTRAST

Look for one or two contrasting elements in the design of the type, such as serif vs. sans serif, thick vs. thin, or uniform vs. tapered lines. But remember: the goal is contrast, not chaos.

x-height

Muli 20 Crimson 20

contrast

A simple geometric sans serif like Muli pairs well with an old style or transitional serif like Crimson. Similar stroke weights and x-heights unify the pair despite the serif/sans serif contrast.

Muli Bold Heading

Crimson body text. Dolor sit amet, ex novum verterem electram duo. No ex novum verterem electram. Dolor sit amet, ex novum verterem electram duo. No ex novum verterem electram. Dolor sit amet, ex novum.

No ex novum verterem electram. Dolor sit amet, ex novum verterem electram duo. No ex novum verterem electram. Dolor sit amet, ex novum verterem electram duo. No ex novum verterem electram.

TONE

Pair typefaces to fit the context, speak to the connotations you want to imply, and establish a visual tone that is consistent with the tone of your text.

x-height

CINZEL 20 Lora 20

tone

Cinzel is an old style serif inspired by ancient Roman inscriptions on buildings and statues. Lora's tapered serifs give it a formal look that complements Cinzel's classical lettering.

CINZEL TITLE

CINZEL HEADING

Lora body text. Lorem ipsum dolor sit amet, ex novum verterem electram duo dolor sit amet, ex novum verterem electram duo. No ex novum verterem electram. Dolor sit amet, ex novum verterem electram duo. No ex novum verterem electram.