

TOP 5 RULES

FOR COMBINING FONTS

1

Use fonts within the same font family. These fonts were made for each other, use that to your advantage.

2

When selecting from different fonts, avoid pairing fonts that are too similar. Contrast is key.

3

Narrow the number of fonts used to two or three. Too much contrast leads to inconsistency.

4

Highlight what matters most. Find what you want the viewer to read first, and make sure that is your dominant font.

5

When in doubt, mix Serifs with a Sans Serifs. These two are natural pairs.