



LESSON 05

FONT PAIRING



05

POWER OF TYPOGRAPHY

FONT PAIRING

What you'll accomplish:

Understand the power of typography to communicate and select font pairings that work together.

Time to achieve: 1-2 Days

Software needed: Canva, [FontJoy.com](https://fontjoy.com)
(Optional: free font sites)

[WATCH THE LESSON<<](#)

QUICK RE-CAP

INVESTIGATING VARIOUS
TYPOGRAPHY CHOICES IS
CRUCIAL IN:

- defining and strengthening a design theme direction that resonates with your preferences
- communicates effectively with your target audience
- accurately embodies your product or service

THIS PROCESS WILL ALSO
UNDERLINE THE RECURRING
TYPOGRAPHIC THEMES THAT
HAVE EMERGED IN YOUR MOOD
BOARDS FROM LESSON 03.



The Glitz.. and Glamour.

Typography, in its form, weight, and style, can significantly influence brand perception and should be carefully considered to ensure consistency and impact.



SET THE "VOICE" OF YOUR BRAND

TYPOGRAPHY SELECTIONS
SHAPE THE FIRST IMPRESSION
AND CARRY THE SUBTLETIES OF
YOUR BRAND'S PERSONALITY

When considering font options for your visual brand, reflect on these points:

1. **What character** does the typography convey? (professionalism, playfulness, strength, elegance)
2. Does the typographic character **align with my brand's values** and message?
3. Am I confident that this typeface represents my brand accurately and will I be **proud to use it** across all media?
4. Will these font choices be **legible and effective** in every context where my brand will be presented?



The fonts you choose must embody your personal aesthetic, encapsulate the essence of your brand, be appropriate for the industry, product/service you provide, and resonate with your intended audience.



TYPOGRAPHY VS. FONTS

THE CORNERSTONES OF YOUR
BRAND'S VISUAL VOICE

Here's how they differ:

A font is essentially the uniform that your text wears. It's the specific design of your characters – Cambria and Calibri are classic examples. Just like any outfit, fonts come in sizes, measured in points. One point is a mere 1/72 of an inch. The font size you're reading now? That's 10 points, making each character stand about 5/36 of an inch tall.

Font styles are the flair – bold, italic, underline, or a splash of color. They add emphasis and personality to the plain text, much like accessories compliment an outfit.

Typography, on the other hand, is the art and technique of arranging type to make the written word both readable and visually appealing. It's not just about the typefaces and font sizes; it's also about the spacing between lines, the length of those lines, and the spacing between the letters themselves. Good typography guides the reader's eye and can dramatically affect the readability and impact of your text.

When used thoughtfully, typography becomes a powerful tool, capable of capturing attention and conveying your brand's message. It's an essential part of the design that requires a keen eye for detail and a good understanding of visual hierarchy.

Serif

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

SERIF FONTS

These are the old souls of the font family. Think classic with a twist. Perfect for your main text, but don't be fooled—they've got personality for days.

Sans Serif

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

SANS SERIF FONTS

The sleek trendsetters of the typeface world. Picture modern, clean lines with a no-frills attitude. Ideal for that crisp, clear statement, yet they pack a punch of contemporary cool that's unmistakable.

Script

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

SCRIPT FONTS

The fancy ones. They're all about elegance and can add a touch of class. Got something special? Script it up.

Display

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

DISPLAY FONTS

These are your showstoppers. Use them when you want to grab attention with headlines. Go big or go home—just don't get too cozy with them for your paragraph text.

FONT PAIRING...

THE ARTFUL ALLIANCE OF TYPEFACES THAT SETS THE STAGE FOR YOUR VISUAL BRAND'S VOICE

It's about matching the bold with the subtle, the loud with the quiet, creating a visual harmony that speaks volumes. This dynamic duo of fonts not only establishes your brand's tone but also **orchestrates a visual hierarchy**, leading the viewer's eye with intention.

The right pair can sing in unison, with the primary font grabbing the spotlight and its counterpart providing the essential backup, shaping how the message is received.

In the symphony of your brand's visuals, font pairing is the critical duet that can make or break the concert of communication.



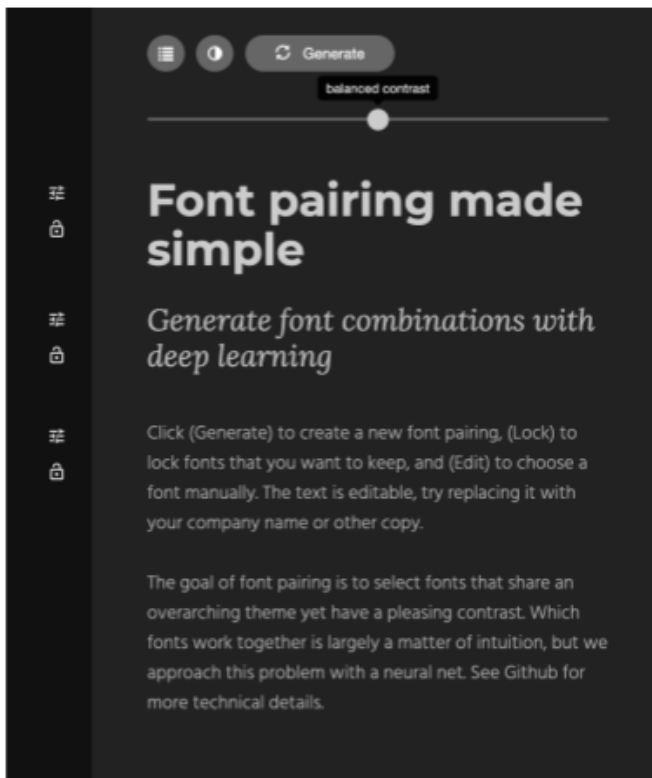
LET'S PLAY!

Start mixing and matching...

GO TO: [FONT JOY](#)

- Hit **(Generate)** to mix up a fresh font duo
- **(Lock)** to keep the cool ones you dig
- **(Edit)** to handpick your own typeface
- **Swap out the dummy text**—throw in your business name or whatever you want to see in those fonts.

Pairing fonts is like making a rock band; you need the right mix to hit the sweet spot—a theme that ties them together but with enough contrast to make it pop. It's kinda gut feeling meets tech—our neural net has got your back, picking out fonts that vibe well together.





CANVA FONTS

DISCOVER THE HARMONIOUS WORLD OF CANVA'S BEST FREE FONT PAIRINGS

Canva font options are a treasure trove that's turned me from skeptic to enthusiast. Whether you're crafting elegance or edging towards boldness, these pairings are your secret weapon to a visually cohesive and compelling brand story.



FREE CANVA FONT PAIRINGS CHEAT SHEET

OSWALD

EB Garamond

MONTSERRAT

Open Sans

Poppins

Lora

Merriweather

Raleway

Playfair Display

OSWALD

BONONI FLF

RALEWAY

Tan Mon Cherie

OPEN SANS

ALATA

Cardo

Black Mango

Garet Book

Libre Baskerville

Montserrat Classic

Vidaloka

POPPINS

JOSEFIN SANS

Source Sans Pro

KEY ELEMENTS

- **Headline (Title):** The attention-grabber; bold and commanding, it sets the tone for the narrative.
- **Subhead:** The insightful guide; bridges headline and body copy with enlightening tidbits.
- **Text (Body Copy):** The detailed storyteller; weaves intricate threads of information, inviting engagement and understanding.

HEADING

ADD A SUBHEADING

Add a little bit of body text to spice up the conversation!

PRO TIPS

- **Keep it Tight:** Stick to 2–3 fonts and get cozy with them. It’s like a tight-knit crew that works well together.
- **Stack it Right:** Start with what’s key—make it bold and dark. That’s your headliner. Everything else is a backup dancer, smaller and lighter as it steps back.
- **Mix, Don’t Match:** Pair fonts like you’re matching fire with ice. They gotta be different but still vibe with your brand’s heart.





IT'S FONT PLAY TIME!

LET'S DIVE IN:

1. **Get Crafty in Canva:**

- a. Fire up a new project. Go wild, pick any template.
- b. Choose a layout that's all about that font hierarchy

2. **Mix 'n Match Fonts:**

- a. Peek at the "**Best Free Canva Font Pairings**" cheat sheet. It's your treasure map to font awesomeness.

3. **Lock Down Your Brand Fonts:**

- a. Snag a **Primary Font** that screams 'This is me!'
- b. Grab a **Secondary Font** that's easy on the eyes for Body text.
- c. Throw in an **Optional Font** for SubHeads if you're feeling extra.

4. **Share your Fonts. Upload to the Facebook Group!**



Congrats!

Selecting your font pairing is complete.

Boom! You're now rocking a killer font duo (or trio) that's all about your brand's vibe.

[>>CONTINUE TO LESSON 06](#)

SEE YOU IN THE NEXT LESSON

Up Next...



06-Logo Design

Learn the concepts of crafting a professional logo design that will elevate your visual brand.



07-Brand Board

Let's piece together your brand's ultimate wingman: the Brand Board.



01-Bonus!

5 Tips to help you ask ChatGPT questions that produce AMAZING Results!