

FONT PAIRING

The Complete Digital Marketing Guide



1. Luxury & High-End Products

- **Heading:** *Playfair Display*
- **Body:** *Lato*
- *The elegant serifs of Playfair Display add a premium feel, while Lato keeps the text modern and easy to read.*

2. Tech & Digital Products

- **Heading:** *Poppins*
- **Body:** *Roboto*
- *Poppins' geometric shapes feel innovative, and Roboto ensures smooth readability on all digital screens.*

3. Health & Wellness

- **Heading:** *Raleway*
- **Body:** *Merriweather*
- *Raleway's light, clean aesthetic feels fresh, while Merriweather's softer serifs add a sense of warmth and trust.*

4. Outdoor & Adventure Gear

- **Heading:** *Oswald*
- **Body:** *Nunito*

- *Oswald's bold, condensed letters give an energetic, rugged feel, while Nunito is friendly and legible.*

5. Handmade & Artisan Products

- **Heading:** *Pacifico*
- **Body:** *Josefin Sans*
- *Pacifico's handwritten style adds a creative, personal touch, while Josefin Sans keeps it stylish and minimal.*

6. Minimalist & Modern Brands

- **Heading:** *Futura*
- **Body:** *Source Sans Pro*
- *Futura's clean geometric design is ultra-modern, and Source Sans Pro balances it with a neutral, professional tone.*

7. Corporate & Professional Services

- **Heading:** *Merriweather*
- **Body:** *Open Sans*
- *Merriweather's traditional serifs build credibility, while Open Sans keeps the content professional and easy to digest.*

8. Fashion & Lifestyle Brands

- **Heading:** *Bodoni Moda*
- **Body:** *Work Sans*

- *Bodoni Moda's high-contrast serifs scream luxury and style, while Work Sans ensures a modern, clean reading experience.*

9. Food & Beverage Brands

- **Heading:** *Lobster*
- **Body:** *Raleway*
- *Lobster's bold script creates an inviting, mouth-watering look, while Raleway keeps product descriptions modern and clean.*

10. Kids & Family Products

- **Heading:** *Fredoka One*
- **Body:** *Poppins*
- *Fredoka One's rounded, bubbly letters feel playful, while Poppins ensures a clean, friendly reading experience.*

11. Educational & e-Learning Platforms

- **Heading:** *Montserrat*
- **Body:** *Lora*
- *Montserrat's bold, structured letters establish authority, while Lora's classic serifs add a touch of warmth for learning environments.*

12. Travel & Hospitality

- **Heading:** *Dancing Script*
- **Body:** *Lato*

- *Dancing Script feels elegant and inviting, like handwritten travel notes, while Lato ensures smooth readability.*

13. Home & Interior Design

- **Heading:** *Cormorant Garamond*
- **Body:** *Poppins*
- *Cormorant Garamond's refined serifs exude sophistication, and Poppins adds a clean, contemporary balance.*

14. Finance & Investment

- **Heading:** *Libre Baskerville*
- **Body:** *Inter*
- *Libre Baskerville's classic serifs create a sense of trust, while Inter makes financial content clear and easy to read.*

15. Sports & Fitness

- **Heading:** *Bebas Neue*
- **Body:** *Titillium Web*
- *Bebas Neue's bold, uppercase style radiates strength and action, while Titillium Web is dynamic yet highly legible.*

16. Beauty & Cosmetics

- **Heading:** *Great Vibes*
- **Body:** *Lora*

- *Great Vibes' flowing script gives a luxurious, feminine feel, while Lora keeps descriptions elegant and refined.*

17. Music & Entertainment

- **Heading:** *Rock Salt*
- **Body:** *Raleway*
- *Rock Salt's handwritten, edgy style captures artistic energy, while Raleway balances it with a modern, sleek look.*

18. Gaming & Esports

- **Heading:** *Orbitron*
- **Body:** *Exo*
- *Orbitron's futuristic, techy aesthetic suits gaming brands, and Exo's sharp angles complement the digital feel.*

19. Charity & Nonprofits

- **Heading:** *Amatic SC*
- **Body:** *Nunito*
- *Amatic SC's slightly informal, handwritten look feels personal, while Nunito makes long text warm and easy to read.*

20. Science & Innovation

- **Heading:** *IBM Plex Sans*
- **Body:** *Lexend*

- *IBM Plex Sans looks sharp and data-driven, while Lexend improves readability with optimized letter spacing.*

21. Pet & Animal Products

- **Heading:** *Baloo 2*
- **Body:** *Muli*
- *Baloo 2's rounded, friendly design makes it feel approachable, while Muli keeps product descriptions clear and simple.*

22. Personal Finance & Money Coaching

- **Heading:** *DM Serif Display*
- **Body:** *Manrope*
- *DM Serif Display adds authority and trust, while Manrope's modern look keeps financial advice digestible and professional.*

23. Home & Lifestyle Blogs

- **Heading:** *Crimson Text*
- **Body:** *Nunito Sans*
- *Crimson Text's soft serifs feel cozy and inviting, while Nunito Sans makes blog content readable and engaging.*

24. Photography & Creative Portfolios

- **Heading:** *Syne*
- **Body:** *Space Grotesk*

- *Syne's unique, artsy style grabs attention, while Space Grotesk offers a clean and contemporary feel for portfolio descriptions.*

25. Subscription Boxes & E-commerce

- **Heading:** *Bungee*
- **Body:** *Rubik*
- *Bungee's bold, eye-catching letters make for fun branding, while Rubik ensures a smooth shopping experience with easy-to-read text.*

26. Podcasts & Media Platforms

- **Heading:** *Anton*
- **Body:** *IBM Plex Sans*
- *Anton's bold, all-caps letters make headlines pop, while IBM Plex Sans keeps content structured and media-friendly.*

27. Spirituality & Wellness Coaching

- **Heading:** *Gloock*
- **Body:** *Lora*
- *Gloock's soft yet elegant style adds a mindful, calming feel, while Lora ensures a warm and approachable reading experience.*

28. Automotive & Motorsports

- **Heading:** *Teko*
- **Body:** *Titillium Web*

- *Teko's bold, technical look fits the speed and power of automotive brands, while Titillium Web is futuristic and highly legible.*

29. Sci-Fi & Futuristic Brands

- **Heading:** *Audiowide*
- **Body:** *Rajdhani*
- *Audiowide's sleek, digital-inspired letters feel futuristic, while Rajdhani provides a modern, high-tech contrast.*

30. Sustainable & Eco-Friendly Brands

- **Heading:** *Josefin Sans*
- **Body:** *Merriweather*
- *Josefin Sans gives a fresh, minimalist feel, while Merriweather adds a touch of organic warmth and credibility.*