



Typewolf's Guide to Typekit

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Disclaimer

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About the Author

Jeremiah Shoaf is a [freelance designer](#) who spends way too much time working on his side project [Typewolf](#). He lives in Colorado with his wife Emily and yellow lab [Griffey](#). Outside of design, he enjoys [fly fishing](#) in the Rocky Mountains and playing guitar.



Sites Using Typekit

Thanks for purchasing *Typewolf's Guide to Typekit!* It goes a long way to help make Typewolf a sustainable side project.

You can access the exclusive *Sites Using Typekit* section at the following URL:

<https://www.typewolf.com/sites-using-typekit>

Your password is included in a text file named *sites_using_typekit.txt* that came with your purchase.

If you have any trouble logging in, just shoot me an email here: jeremiah@typewolf.com

Here are a couple things to note:

- All of the sites featured use fonts that are on Typekit – every font pairing you see is available in your Typekit account
- I'm also including sites that are using default system fonts such as Arial, Helvetica and Georgia – these fonts aren't available on Typekit, however, they are readily available to use in CSS so I didn't want to exclude sites using them
- Some of the fonts on Typekit may have slightly different names than the name used on Typewolf – for example, the version of Century Schoolbook available on Typekit is known as *SchoolBook Web*

Thanks again!

–Jeremiah

The 10 Best Serif + Sans-Serif Font Combinations on Typekit

With over 1200 font families available on Typekit, it can be a challenge finding serifs and sans-serifs that complement each other. A font used for setting body copy, whether a serif or sans-serif, must meet certain criteria: it must include regular, italic, bold and bold italic styles and it must render well on screen at smaller sizes, meaning it should have low to moderate stroke contrast, large counters, open apertures and an adequate x-height. Each body copy font in the following list meets this criteria and includes a companion font that harmonizes nicely with it.

Note: I've intentionally avoided including obvious font combinations from within superfamilies, such as *Freight Sans* paired with *Freight Text*.

1) Franklin Gothic & Caslon

An old saying of printers and typesetters is “When in doubt, go with Caslon.” I see nothing wrong with applying that saying to the web as Caslon works wonderfully for body text. Franklin Gothic features a similar double-story g and somewhat similar proportions to Caslon, especially in the condensed style which I’m using below. This combo evokes a classic newspaper feel.

Franklin Gothic

rag

Caslon

rag

The Hunting and Feeding Behaviors of Gray Wolves

Although social animals, single wolves or mated pairs typically have higher success rates in hunting than do large packs, with single wolves having occasionally been observed to kill large prey such as moose, bison and muskoxen unaided. The gray wolf’s sense of smell is relatively weakly developed when compared to that of some hunting dog breeds, being able to detect carrion upwind no farther than 2–3 km. Because of this, it rarely manages to capture hidden hares or birds, though it can easily follow fresh tracks.

2) Brandon Grotesque & Abril Text

Brandon Grotesque has long descenders and a small x-height which makes it an eye-catching choice for headlines but a rather poor choice for setting body text. Abril Text was specifically designed with longform reading in mind and its curvy ball terminals play nicely with the soft, rounded terminals of Brandon Grotesque. Together they make for a fun and friendly combination.

Brandon Grotesque

rag

Abril Text

rag

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3) SchoolBook & Adelle Sans

Adelle Sans takes the traditional American Gothic model and combines it with a more contemporary humanist influence. It includes true italics which make it ideal for setting body copy. SchoolBook is a version of Century Schoolbook, a typeface that many American children first learned to read with. Both typefaces feature short descenders and relatively wide proportions, making them an ideal match.

SchoolBook

rag

Adelle Sans

rag

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4) Lapture Display & Freight Sans

Lapture Display features a calligraphic design that on first glance couldn't feel more different than Freight Sans. However, once you look closer you will notice striking similarities between the two typefaces. The lowercase *g* shares an almost identical skeleton and the counter on the *a* has similar proportions. Pairing these typefaces creates a dramatic contrast with an underlying sense of harmony.

Lapture Display

rag

Freight Sans

rag

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5) Futura & Kepler

Serifs that fall into the Modern category, such as Kepler, are sometimes referred to as *geometric serifs* due to their precise and symmetrical forms. They usually pair well with geometric sans-serifs, such as Futura, which share those same traits. Modern serifs don't always work well for body text, however, Kepler remains quite readable while still retaining the refined feel characteristic of the genre.

Futura

rag

Kepler

rag

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6) Freight Display & Sofia Soft

Chunky, high-contrast serifs like [Freight Display](#) are popular at the moment but they are definitely not appropriate for body copy. Freight Display has a mostly vertical stress which means it would pair well with a geometric sans-serif. The [non-rounded style of Sofia](#) would work well but I really love how [Sofia Soft's](#) friendly, rounded terminals contrast with the harsh, sharp angles of Freight Display.

Freight Display

rag

Sofia Soft

rag

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7) Proxima Nova & Chaparral

Proxima Nova is a geometric/grotesque hybrid, feeling like a cross between Futura and Akzidenz Grotesk. Chaparral mixes two distinct genres of typeface design as well, combining a classic sixteenth century Old Style face with a contemporary slab serif design. Together they feel like a perfect pair – both share a distinctive lowercase *a* as well as open apertures, low stroke contrast and a large x-height.

Proxima Nova

rag

Chaparral

rag

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8) P22 Underground & Freight Text

P22 Underground is the more quirky ancestor of Gill Sans, kind of like Akzidenz Grotesk is to Helvetica. It seems to be making a comeback as of late and I think pairing it with Freight Text makes for a nice combination. P22 Underground is such a unique face that I think it needs a more stoic face like Freight Text to balance it out. Both typefaces share a large x-height and a low stroke contrast.

P22 Underground

rag

Freight Text

rag

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9) Tablet Gothic & Adobe Text

Adobe Text was designed as a “workhorse” text family, meaning that it’s a no-frills typeface suitable for a wide range of everyday typesetting tasks. Likewise, Tablet Gothic could be considered a workhorse sans-serif due to its huge range of weights and widths. In the image below I’m using the Semi Condensed width of Tablet Gothic which better matches the slightly condensed proportions of Adobe Text.



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10) Soleil & FF Tisa

Soleil is a contemporary interpretation of the classic geometric model, but where typefaces like Futura can feel cold and sterile, Soleil feels warm and full of personality. Likewise, FF Tisa takes the classic slab serif model and adds a warm, calligraphic touch. Both typefaces feature a large x-height, low stroke contrast and open apertures, making them ideal companions.

Soleil

rag

FF Tisa

rag

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The 10 Best Underused Fonts on Typekit

If you visit Typewolf regularly, you'll notice that a lot of the same fonts seem to be used over and over again – think Brandon Grotesque, Futura and Proxima Nova. There is nothing wrong with using those fonts if they are appropriate for your project, however, sometimes it's worth exploring other options. The following collection contains 10 of my favorites that I don't see used that often on the web.

1) Coranto 2

Coranto 2 was designed to excel in newsprint but makes for a highly readable font on the web as well. It includes an elegant and refined headline version with slightly condensed letterforms.

Coranto 2

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Its auditory perception is acute enough to be able to hear up to a frequency of 26 kHz, which is sufficient to register the fall of leaves in the autumn period. A gray wolf hunt can be divided into five stages.

2) Bookmania

Bookmania is Mark Simonson's revival of the classic Bookman typeface. It includes over 680 swash characters that are perfect for evoking a retro 1960s feel.

Bookmania

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3) Gibson

[Gibson](#) makes a great alternative to Gotham and Proxima Nova. It has a slightly more humanist feel and contains true italics which make it ideal for setting body copy.

Gibson

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4) Grad

Grad is a unique interpretation of Century Schoolbook originally designed by Phil Martin and later updated by Mark Simonson. Compared to Simonson's Proxima Nova, it's rarely used on the web.

Grad

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5) Acumin

Acumin is an updated take on the neo-grotesque model and makes a great alternative to more commonly used neo-grotesques such as Helvetica and Aktiv Grotesk.

Acumin

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6) Goudy Old Style

Goudy Old Style is a classic Old Style serif that doesn't seem to be used much on the web. I've always thought it had sort of an "evil" look to it with the devilish looking ear on the lowercase g.

Goudy Old Style

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7) Serifa

[Serifa](#) is a slab serif from the legendary Adrian Frutiger that is based on the forms of Univers. Frutiger's Avenir is one of the most popular fonts on Typewolf, however, Serifa has not been featured once.

Serifa

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8) Maiola

Calligraphy-inspired serifs seem to be popular at the moment (like [GT Sectra](#)), however, I haven't featured a single site on Typewolf that uses [Maiola](#), a beautiful calligraphic serif from TypeTogether.

Maiola

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9) Utopia

Utopia is an updated take on the classic eighteenth century Transitional model. It is similar to Baskerville but includes features found in more contemporary serifs which make it more readable.

Utopia

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10) VAG Rundschrift D

VAG Rundschrift D, also known as *VAG Rounded*, is a rounded geometric sans-serif created as the corporate typeface for Volkswagen in the 1970s. It's used often in logos but not often as a web font.

VAG Rundschrift D

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