Creating Typography Styles

Selecting Fonts for Your Project

Make sure the tone of the font is appropriate for your project and the feeling associated with your project. For example, if you're designing a website for a law firm, you would want to use fonts that are more traditional, and have a more professional look. Alternatively, if you were designing an app for pre-teens, you would want to use fonts that are "loud" and attract attention.

Futher reading: https://www.smashingmagazine.com/2010/12/what-font-should-i-use-five-principles-for-choosing-and-using-ty

Pairing fonts

When you're using multiple font families for a project, you need to make sure they work well together. Make sure the two fonts contrast each other, but also make sure they look good together.

Some Tips:

- **Stick to 2-3 fonts maximum.** Any good font will have multiple weights that you can use for variety. Anything more just leads to a chaotic design and confuses people.
- **Try a Serif/Sans-serif pairing.** You can often find a serif/sans-serif from the same family for certain fonts (e.g. Droid Sans, Droid Serif)
- **You don't always have to pair fonts.** Depending on the font, you can sometimes get away with jsut using different weights of the same font.

Some Font Pairings:

- Freight Sans & Freight Text
- Helvetica Neue & Georgia
- Avenir & Minion
- Istok Web and Lora (Google Fonts)
- Montserrat and Crimson Text (Google Fonts)

Further Reading: http://webdesign.tutsplus.com/articles/a-beginners-guide-to-pairing-fonts–webdesign-5706
Must-try Font Pairings: https://designschool.canva.com/blog/the-ultimate-guide-to-font-pairing/

Contrast

Your text should have a high contrast with the background of the page. This allows visitors to read the text clearly. While the obvious solution for this would be to have a pure black text with a pure white background, you can get a more natural look if you make the text *slightly* dark gray, and the background *slightly* off-white. Some shades I like to use are #1f1f1f for the text and ##fafafa for the background.

Headings

A heading font should be legible, draw attention, and have contrast with the body fonts. Headings typically have a much heavier font weight than the body text.

Type Scale

A Type scale is a system to create different font sizes for different headings (e.g. H1, H2, H3, etc.)

Resource: http://type-scale.com

Body

It's usually a good idea to have at least a 14px-16px size font for your body font, and create a generous line-height for maximum legibility. For this project, we'll be using a 16px base font to use for the text body with a line-height of 1.5 (or 24px).