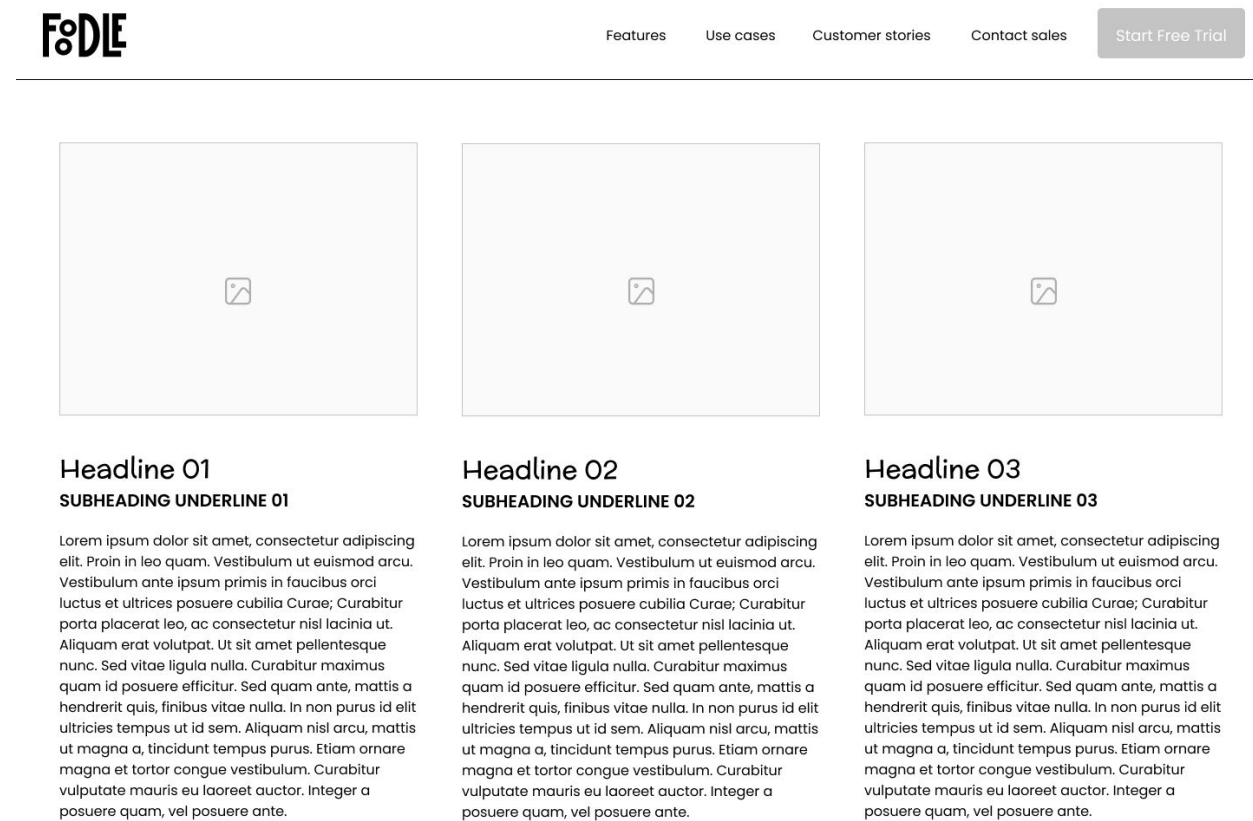


## Font Pairing 01:

**Google Fonts -- Poppins and McLaren**

**Link, Subheadline, Body:** Poppins Regular, Semi Bold

**Headline:** McLaren Regular



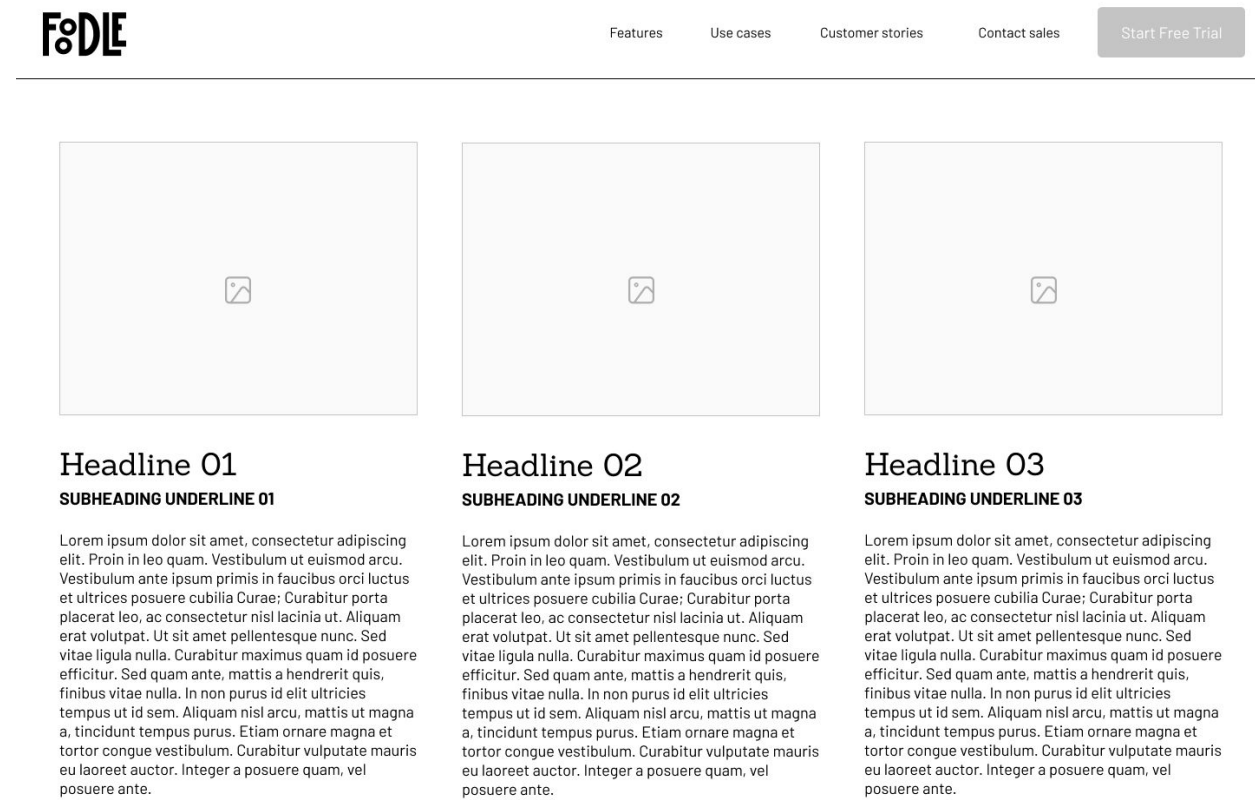
I picked these two font choices based on their unique character and playfulness. Presenting information using these fonts not only provided a fair amount of legibility but also added personality that otherwise would be missing from other generic fonts. Utilizing the different weights in the Poppins font helps to add a variety of options for hierarchy.

## Font Pairing 02:

**Google Fonts** -- Barlow and Sanchez

**Link, Subheadline, Body:** Barlow Regular, Semi Bold

**Headline:** Sanchez Regular



I picked these two font choices based on contrasting between a serif and a sans-serif fonts for differentiating between headlines and body text. If the user was to scan the page quickly, they would be able to contrast between the two different type styles and quickly understand the type hierarchy in the document. The body type is condensed a bit to provide more text to be included in a smaller space than the previous body font.

The logo consists of the word "FODLE" in a bold, black, sans-serif typeface. The letter 'O' is stylized as two overlapping circles, with the top circle slightly offset to the right of the bottom circle, creating a sense of depth and movement. The letters are thick and blocky, with a modern, geometric feel.

**Logo:** Custom Designed. No Reference Font Used.