

Introduction to Font Pairing

There are no hard rules to font pairing,
you need to train your eyes and guts...

Develop gut feelings

Font Pairing

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Three basic rules

- 1) Avoid too much similar fonts (Identical twins)
- 2) Look for contrast (Serif + Sans-serif / Slab-serif + Sans-serif)
- 3) Look for similar features (Geometry, Roundness, Counters)

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Things to keep in mind while pairing

- 1) First choose the body text font (Readability in check)
- 2) Choose Display/Heading Font (Can be creative here)
- 3) Keep in mind the theme/purpose (Voice of typeface)

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Some Fonts just don't match at all
(Depend on your instinct or gut feelings)

Keep on combination experiments

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