FONTS

Tips on font pairing to help you create brand consistency across the board.

Ok, Let's talk! So you have a brand, but you struggle with creating content, especially when it comes to *font* pairing, right?

Well don't worry! I have some tips that will help guide you when selecting fonts so that you'll be able to create beautiful content for your brand. But first, let's talk about the basics.

FONT STYLES

SERIF FONT

A serif font has a small decorative line added as embellishment to the basic form of a character. Basically letters with "feet".

SAN SERIF

Sans-Serif fonts are clean, modern and sleek. No embellishments.

SLAB SERIF

Slab-Serif typeface is a serif style typeface with thick, block like serifs.

Script

Script fonts have more of a personal touch, like a handwritten style. Calligraphy is a popular form of script.

How do I pair fonts?

When it comes to creating content for your brand, font pairing is very important. Not only do you want eye-catching images, you want great typography as well. It's all about the visual hierarchy, which helps establish the identity of your brand.

TIPS

One of the most important tips you'll need when selecting fonts is… keep it simple. No more than 2-3 fonts. Too many fonts can become confusing to your audience. Next, try different styles with your fonts. If you use a serif fontfor a header, try using a sans-serif font for the body. L e t t e r s p a c i n g is another great tip for creating a nice visual look between your font pairings. **Bolds** and Thins. Using different stroke weights can also help you acheive a unique look with your fonts.

Script Fonts. Don't overuse! You want your content to be beautiful, but also legible. One or two words in script works beautifully, when paired with another clean sleek font.

AN
effective
BRAND
IS WHAT YOU WANT

MODERN

Hello
THERE

WHIMSICAL

Hello
THERE

ROMANTIC

Hello
THERE

SLEEK

Hello
THERE

Fonts Used

Giselle Regular | Mr Eaves MOD OT | Party LET Plain

Ashton Script | Mrs. Eaves OT | Didot | Mr. Eaves XL MOD OT Light

white glove

SERVICE

In a Nutshell

When creating content for your brand, images as well as fonts are very important. You want to make sure you are choosing styles that align with your brands character. Also, making sure your fonts are legible, is a major priority as well when creating content. You want your audience to be able to read and interpet the message you are trying to convey. I know with all the fonts out there, it can get "overwhelming". My advice to you would be to pick a handful of fonts starting out that work with your brand. You can always refine them later on down the line. And lastly, don't be afraid to experiment with different fonts to see what works best for you and your brand. Have fun with it!