

Font Pairings *for* Modern Feminine Brands





About Me


Hey, love! I'm Stacy, a mother of two beautiful children, homeschool mom, sign-seeking enthusiast, and a New Orleans native who is completely obsessed with typography. I started my journey in font design, selling one font on Etsy, proving that if I can 'just start', so can you. Over the years, I've taken several font-making courses, and I promise you I'll never stop learning. So have fun, get creative, and always know that I'm a DM away if you need extra guidance on choosing that perfect font pairing.

Intentional Typography

This isn't just another font pairing guide—it's a collection of intentional font pairings that include typeface combinations for headers, subheaders, and body text, including styling advice, brand recommendations, and 10 font resources.

Think of this guide as your shortcut to designing with confidence and intention, giving you back the time to focus on creating authentic, elevated work that resonates deeply with your clients.





Let's have fun and figure out your *typography* personality

Your typography should match your brand's personality just like your wardrobe matches your vibe! When you choose fonts that align with your brand's energy, you attract your dream clients effortlessly.

TYPOGRAPHY ARCHETYPES

Which one aligns with your brand's *distinct style* personality?

SANS SERIF FONT

The Founder

Sleek black glasses, tailored suit, commanding presence. Modern, confident, and clean.

FOUNDER INSPO →

SERIF FONT

The Chanel Girl

Vintage Chanel blazer, pearls, timeless red lips. Classic sophistication with editorial elegance.

CHANEL INSPO →

DISPLAY FONT

The Showstopper

Couture dress with studded heels, magnetic presence. Unforgettable and dramatic.

SHOWSTOPPER INSPO →

SLAB SERIF FONT

The Rebel

Leather boots, vintage band tee, effortlessly authentic. Bold and unapologetically real.

REBEL INSPO →

SCRIPT FONT

The Warm Romantic

Flowing midi dress, delicate gold jewelry, approachable warmth. Personal and inviting.

WARM ROMANTIC INSPO →

have fun picking
x

FONT PAIRING TIPS

Stick to these guidelines for the best results when pairing fonts.

- Limit your design to three fonts max
- Let one font be the star of the show and the other complement
- If two fonts look like siblings, they're too close for comfort
- Scale can be your design's best friend, don't be afraid to play with sizing
- Blend tight tracking for headers with looser body text for a visual balance
- Contrast will direct the eye, use it in style, weight, size, and spacing (tracking)
- Embrace the beauty of negative space, let your design have room to breathe
- Using a font family will harmonize your brand, no stress finding the perfect pair
- Don't use high contrasting fonts in long-form body text, it will not be legible

KERNING vs. TRACKING

Think of kerning as fixing those annoying gaps between certain letter pairs (you know, when two letters just look off together). Tracking is when you adjust the spacing for everything at once—making your whole text tighter or more spread out.

WAVE

NOT KERNED

WAVE

KERNING APPLIED

CHIC

TIGHT TRACKING

CHIC

LOOSE TRACKING

KERNING *in* CANVA

Great news! Canva released an update this year that fixed kerning issues. Just make sure you check this one box (VA), and you're golden.



Letter spacing



Line spacing



Anchor text
box



More settings

ADVANCED SETTINGS MENU >

Typography

Kerning

Refine letter spacing for visual balance



Ligatures

Combine specific characters elegantly



MORE SETTINGS

FONT LICENSING

It doesn't have to be confusing! *Let me explain.*

DESKTOP LICENSE

This is the license you will need for branding projects, semi-custom brand kits, social media posts, packaging, physical products, online programs like Canva and Procreate, and commercial printing.

WEB LICENSE

Made for websites as the name suggests.

E-PUB LICENSE

Perfect for digital books and magazines.

SERVER LICENSE

This is the "I'm not working by the hour" of font licenses. It's your ticket to creating and selling digital products (hello, social media templates)!

APP LICENSE

Made for apps as the name suggests.

still have questions?

[LEARN MORE →](#)



Eleven Eleven *Font Pairings*

This pairing conveys effortless luxury—modern yet timeless, bold yet refined. Eleven Eleven works beautifully for interior design companies and beauty brands and creates a sleek, innovative aesthetic when used as a standalone font family.

Typography Hierarchy

ELEVEN

ELEVEN ELEVEN FOR SUBHEADERS

The Eleven Eleven typeface is used throughout the header, subheader, and body text of this font pairing. This typeface appeared in my life right when I needed a sign that I was on the right path. The angel number meaning runs deep — every time I use it, I'm reminded that we're exactly where we're supposed to be.

Clair d'Or Accent



Typography Styling & Brand Recommendations

HOW TO STYLE IT

- Use for a bold, modern, minimalistic aesthetic
- Bold for headers and light for body text in magazine layouts and web design
- Mix font weights for typographic contrast
- Pair with serifs, italic serifs, and hand-written scripts for an editorial look

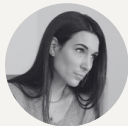
BRAND RECOMMENDATIONS

Pilates Studios
Athletic Brands
Brand & Web Studios
Marketing Agencies
Interior Staging Design
Cosmetic Brands
Fashion Brands
Photographers
Salons & Spas
Soap & Scent Brands
Architectural Firms
Modern Real Estate Agencies

Font Review of Eleven Eleven

FONT REVIEW

“Eleven Eleven stands out with its clean lines and modern aesthetic. The letters are well-balanced and proportioned, creating a harmonious and easily readable texture. The font conveys a sense of timelessness while exuding a modern elegance. I highly recommend Eleven Eleven and look forward to using it in future projects.”



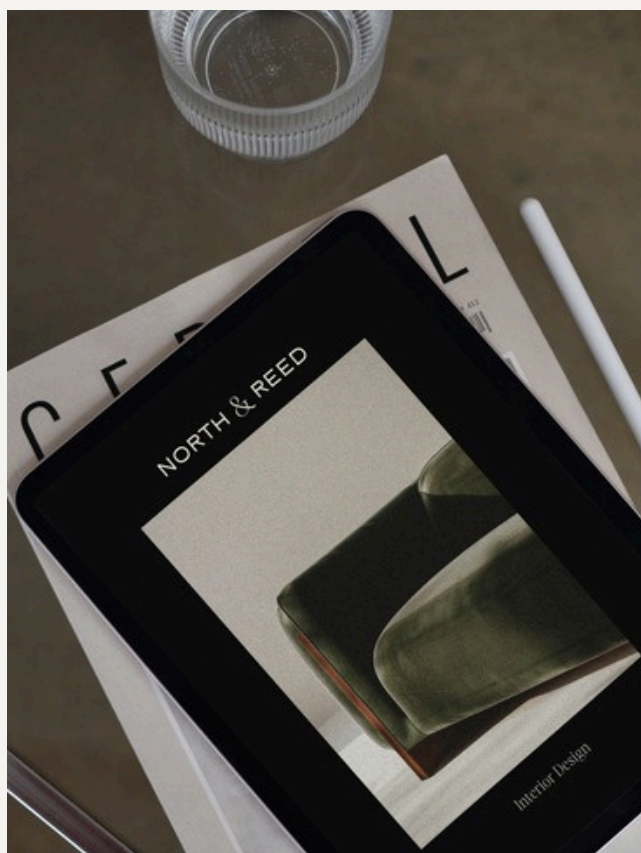
@YDESIGN.STUDIO



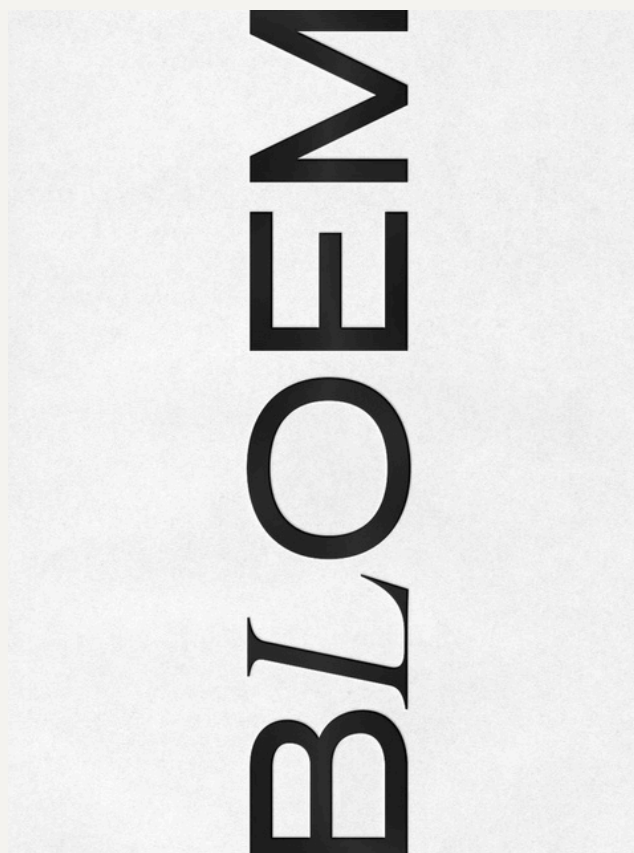
DESIGN BY @YDESIGN.STUDIO

[GRAB ELEVEN ELEVEN→](#)

Font Pairings *with* Eleven Eleven



ELEVEN + THE ONE



ELEVEN + CLAIR D'OR



ELEVEN ELEVEN FONT FAMILY



Clair d'Or *Font Pairings*

Say hello to dramatic elegance for luxury linen and fine jewelry brands, but also versatile enough to be confidently casual for a denim brand.

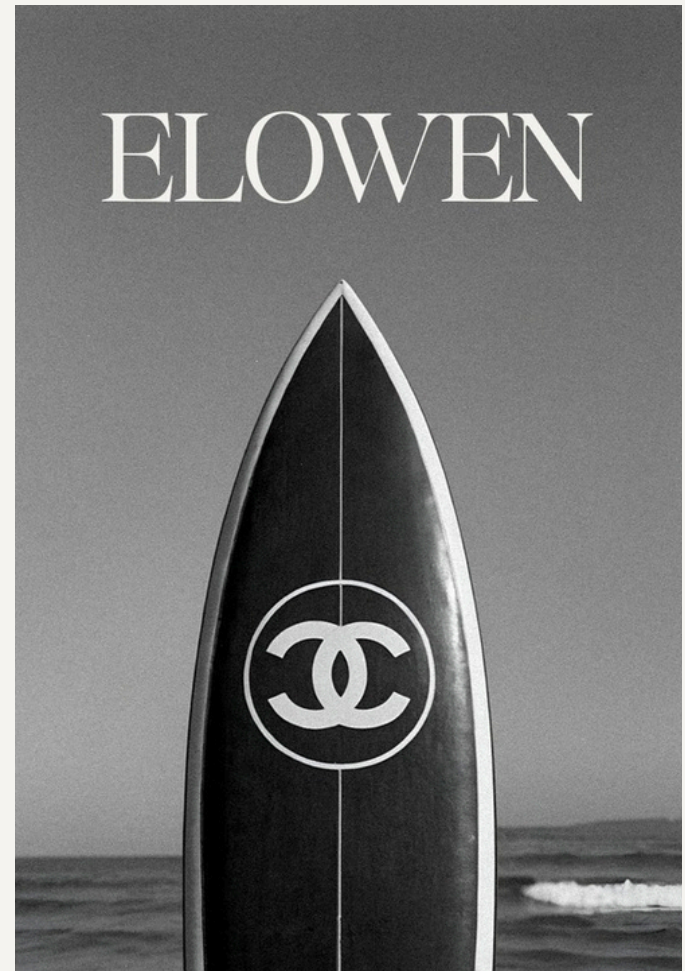
Typography Hierarchy

Clair d'Or

Clair d'Or typeface for subheaders

Eleven Eleven typeface is used in this body text. Clair d'Or is the elegant confidence you've been missing in your font library—iconic presence that commands attention while maintaining perfect readability. My lovely designer friend Yasmin of @ydesign.studio helped name this beauty.

ELEVEN ELEVEN ACCENT



Typography Styling & Brand Recommendations

HOW TO STYLE IT

- Use for brands that require sophistication and luxury
- Try tight kerning for headers
- Mix italics for contrast
- Pair with the Clair d'Or font family, modern sans serifs, and calligraphy fonts for an elevated look
- Not intended for long-form body text as this is a display font

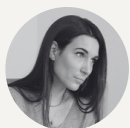
BRAND RECOMMENDATIONS

Florists
Fine Jewelry
Fashion Brands
Branding Studios
Influencer Brands
Fragrance Brands
Wedding Decor Rental Companies
Luxury Home Décor Companies
Interior Design Styling
Artisanal Chocolate Brands
Exclusive Private Clubs
Luxury Resorts
High-End Magazines

Font Review of Clair d'Or

FONT REVIEW

“Your font is incredible and exudes so much elegance and confidence and that iconic presence.”



@YDESIGN.STUDIO



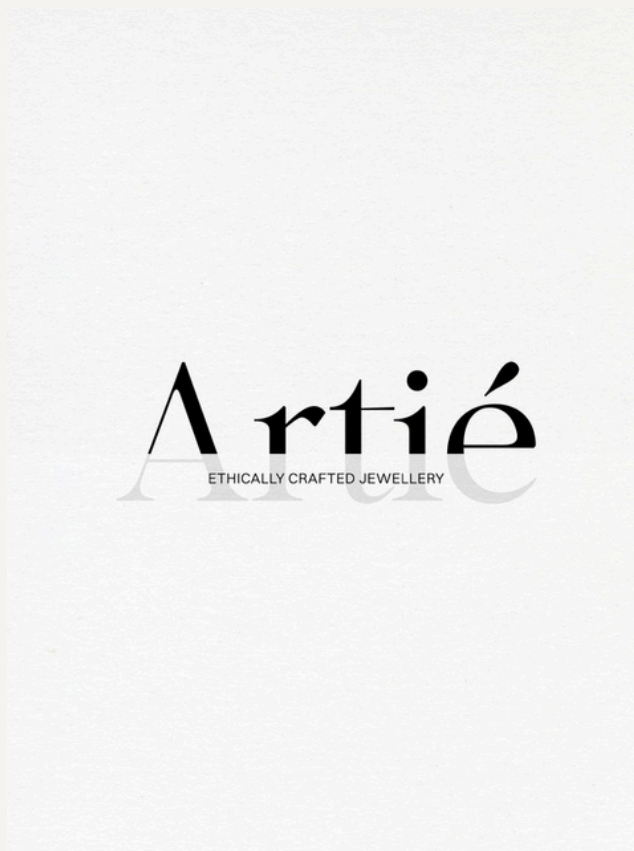
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GRAB CLAIR D'OR→

Font Pairings *with* Clair d'Or



CLAIR D'OR + ELEVEN



CLAIR D'OR + SWITZER



CLAIR D'OR + BALLET



The One *Font Pairings*

This beauty is designed for romance—ideal for wedding brands, luxury venues, and beauty products that celebrate elegance and femininity.

Typography Hierarchy

THE ONE

The One typeface for subheaders

Quicksand is used in this body text font pairing.

Inspired by a true love story, The One represents finding your perfect match. With five weights, she's incredibly versatile while maintaining that editorial edge that makes everything look professionally designed.

Citadel Script Accent



LETTE
GATA
LEMON
SIENNA
MEIDA

Typography Styling & Brand Recommendations

HOW TO STYLE IT

- Perfect for elegant brands that require warmth inspired by a true love story
- Use for headers, short body text, or quotes
- Mix font weights for typographic contrast
- Use tight tracking or kerning
- Utilize ligatures and alternate characters
- Pair scripts, calligraphy, geometric sans serif's
- There is contrast, so be careful with long-form text at small sizes as it may not be legible

BRAND RECOMMENDATIONS

High-End Bedding Brands
Bridal Boutiques
Intimate Stays
Boudoir Photographers
Lingerie Brands
Luxury Salons & Spas
Marketing Agencies
Fragrance Brands
Luxury Event Venues
Literary Journals
Artisanal Lighting Studios

Font Review of The One

FONT REVIEW

“When I read about The One's inspiration – a true love story about two people finding their way back to each other – I knew this editorial serif had something special. After using it for a fine jewelry brand identity, it absolutely delivered.”



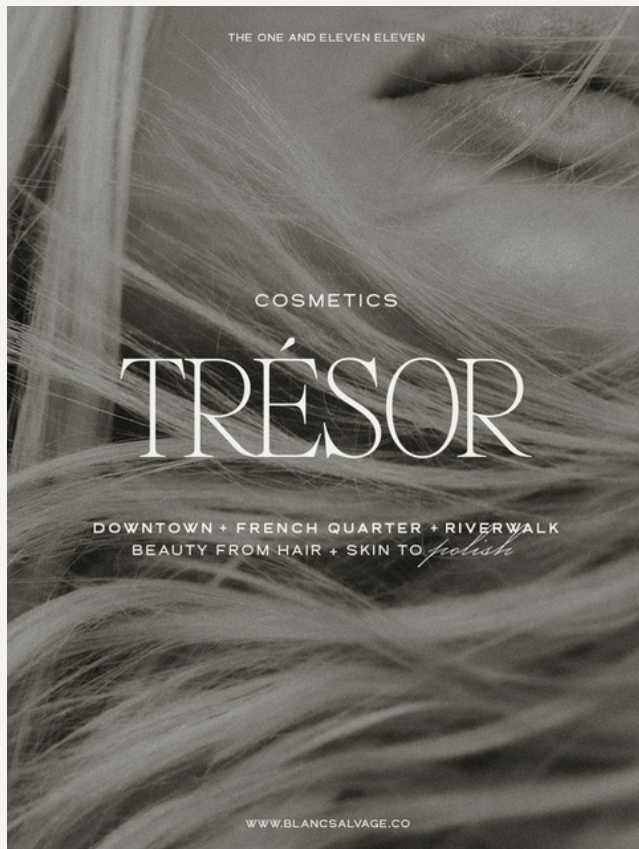
@JENNIFERCARFORADESIGNS



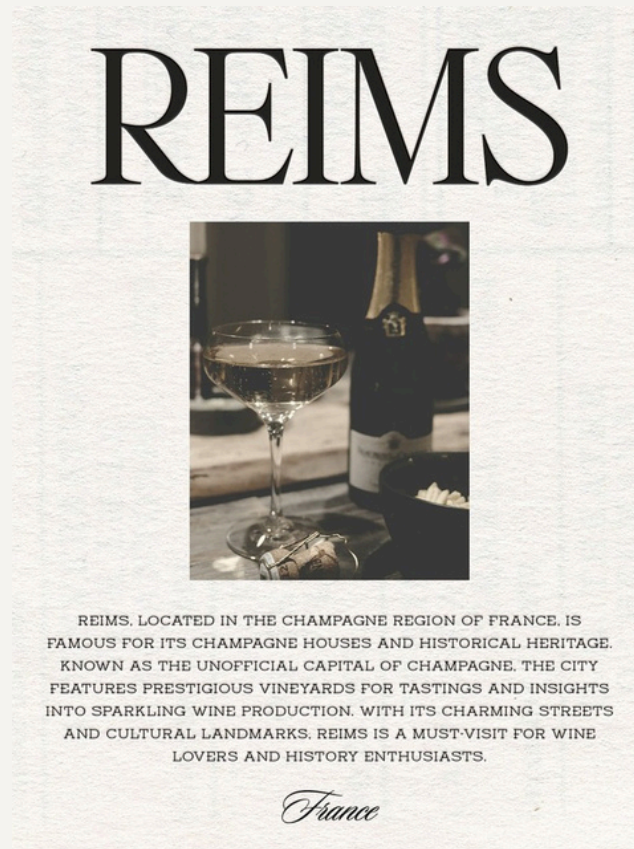
DESIGN BY @JENNIFERCARFORADESIGNS

[GRAB THE ONE →](#)

Font Pairings *with* The One



ELEVEN + P22 ALLYSON



MON AMIE + SLOOP SCRIPT



ELEVEN ELEVEN FONT FAMILY



Coastal Grey *Font Pairings*

Romantic elegance meets rebellious edge in this versatile typeface—striking a rare balance between refined softness and unapologetic drama within its serifs. Perfect for brands that demand both edge and elegance: from bold hair studios and modern wedding brands to fashion labels and beauty brands that refuse to be defined.

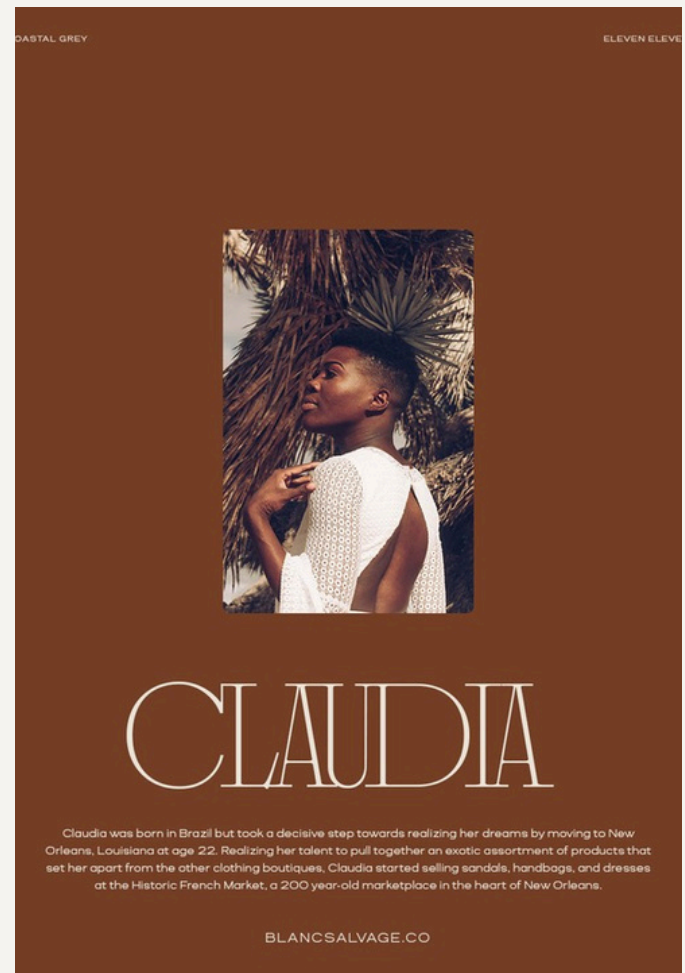
Typography Hierarchy

COASTAL GREY

After Five typeface for subheaders

After Five is used in this body text font pairing. Coastal Grey captures that perfect balance between romance and edge. She's named after my son's middle name and his favorite place — the coast. Just like the ocean can be serene and dramatic, this font adapts to whatever mood your brand needs.

New Icon Accent



Typography Styling & Brand Recommendations

HOW TO STYLE IT

- This typeface is romantic, elegant, and a bit rebellious with its edgy serifs
- Use as the primary font in romantic branding and web headers
- Flip through the different styles for long and short serifs and alternate characters to change the vibe
- Pair with serifs, italic serifs, and calligraphy fonts
- Use extra tight tracking so the lines between the characters touch
- Not intended for long-form body text as this is a display font

BRAND RECOMMENDATIONS

Couture Brands
Fragrance Brands
Wedding Venues
High-End Cocktail Lounges
Body Art Studios
Hair Extension Bars
Edgy Hair Studios
Unconventional Florists
Female-Focused Creative Studios
Wine Brands
Artisan Confections
Burlesque Studios

Font Review of Coastal Grey

FONT REVIEW

“As soon as I saw Blanc Salváge’s Coastal Grey font, I knew it would be the PERFECT font to bring a touch of elegance, luxury, and romance when used in my Casablanca Showit template. With a range of weights and sleek, sharp, and sophisticated serifs, it’s the kind of font that makes you want to slap it on everything just to see how good it looks (spoiler: it looks good on everything).”



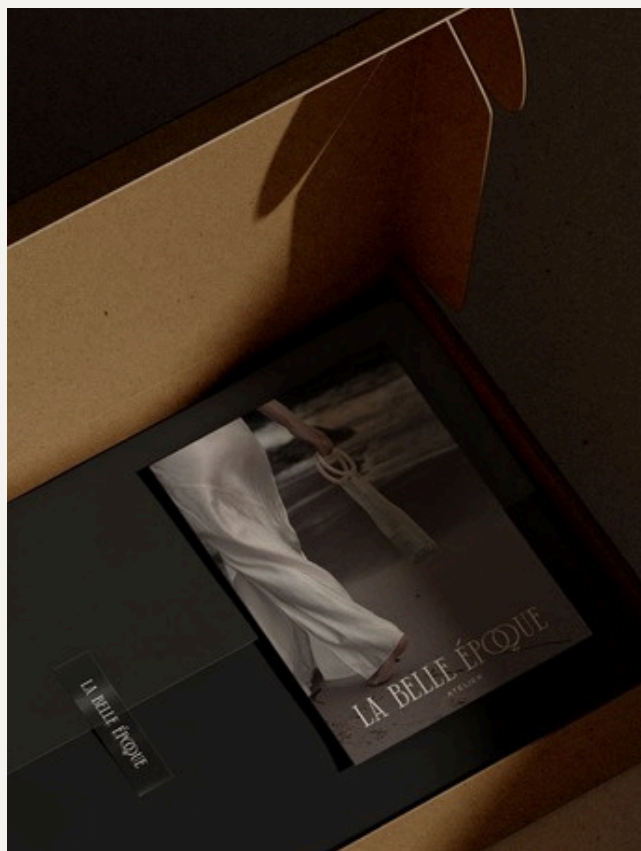
@VANILLA_AND_OAK



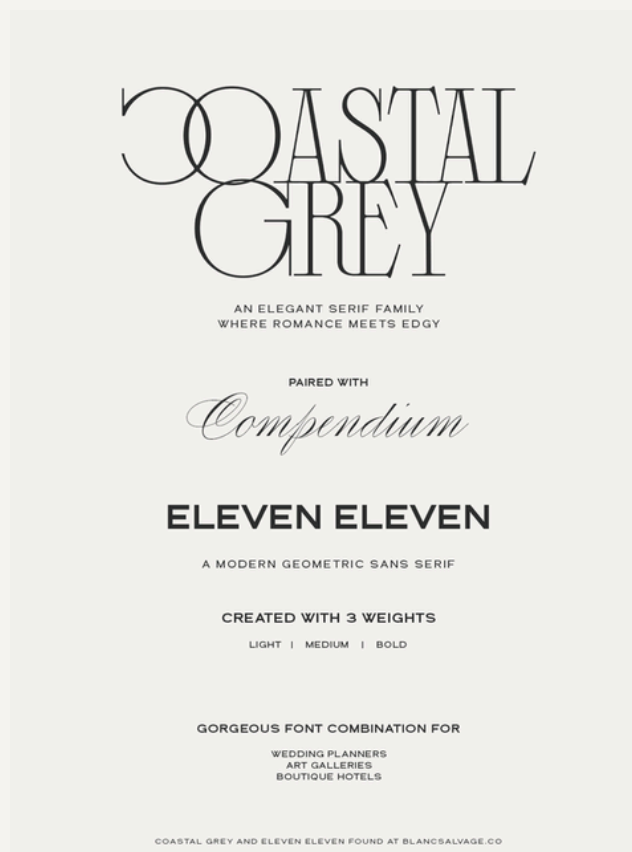
DESIGN BY @VANILLA_AND_OAK

[GRAB COASTAL GREY→](#)

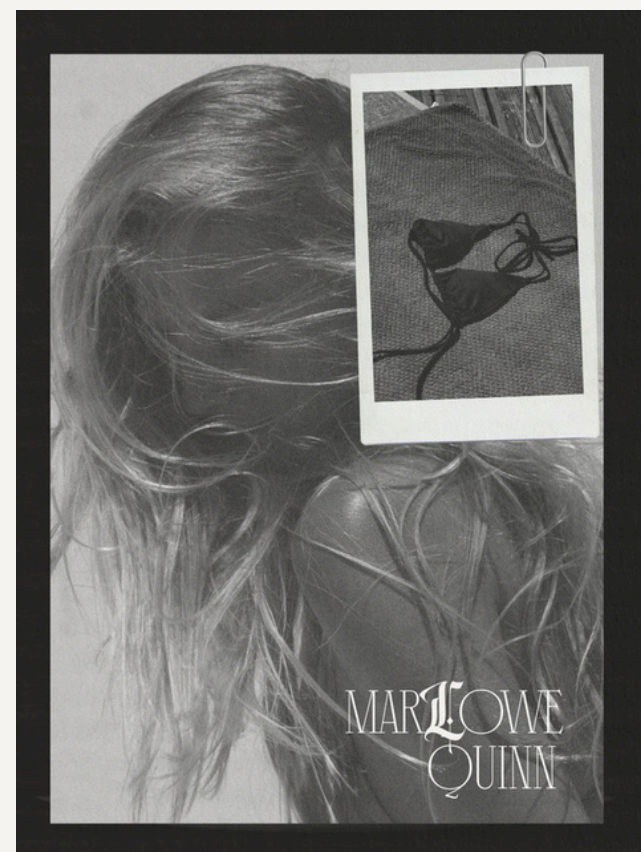
Font Pairings *with* Coastal Grey



COASTAL GREY + ELEVEN



ELEVEN + COMPENDIUM



COASTAL GREY + WEDNESDAY



Featured Designs *from* Our Community

This is a personal THANK YOU to all my affiliates for your time, support, and gorgeous designs using my fonts. I love you all so much!!

x

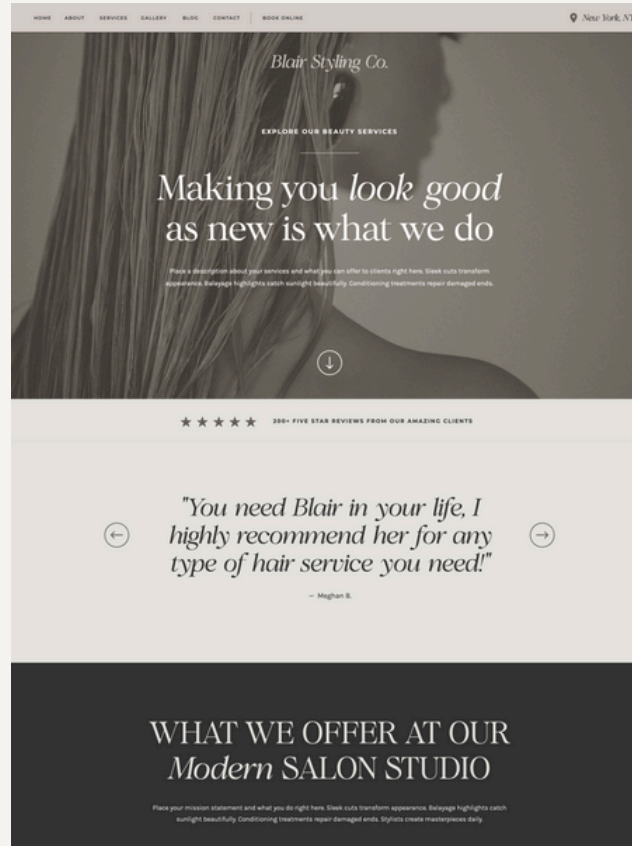
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“When the soul of the brand calls for something with presence, poetry, and edge... Blanc Salváge always delivers.”

@UNBRIDLEDFORM

MÜRDÜM→



“We absolutely love using Clair d'Or in our designs! It's quickly become one of our favorite fonts to use.”

@CREATEWITHDANIELLE

CLAIR D'OR→



“I absolutely love working with Blanc Salvage Coastal Grey font – it's become one of my go-to choices for so many reasons.”

@WILDMONDAYSDSIGNCO

COASTAL GREY→



“Stacy's creativity never stops amazing me. Her care for details shows in every font she creates. I love how unique they are and how they really stand out in the market.”

@PENGUINDESIGNING

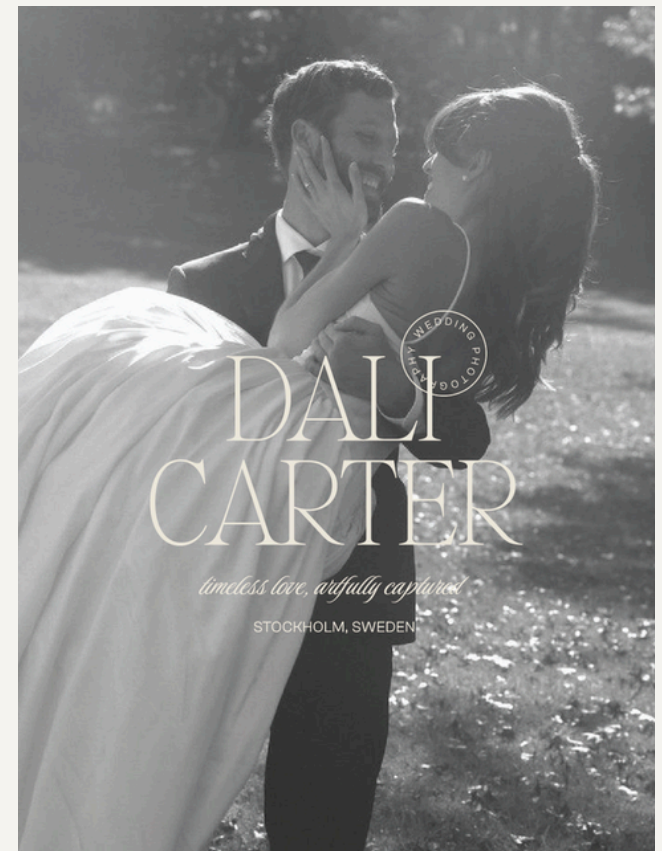
CLAIR D'OR→



“The font I’m using is called Mon Amie, and honestly, it’s one of the most beautiful fonts I’ve come across. Using this font has made this project so much easier.”

@CREATEWITHDANIELLE

MON AMIE→



“I absolutely love using The One for my clients! It’s an elegant and modern serif with a timeless feel, perfect for branding, editorial work, and stylish websites.”

@STUDIOWITZENHAUSEN

THE ONE→



REMEMBER

TYPOGRAPHY
SPEAKS BEFORE
YOUR WORDS ARE
EVEN READ

THE ONE TYPEFACE

Type Resources

fontsinuse.com

fontpair.co

fontjoy.com

typ.io

typespiration.com

mixfont.com

typewolf.com

typescale.com

wordmark.it

fontba.se



THANK YOU

CHEERS, BABE!

Now you understand how to make every letter count.

Eleven Eleven is featured throughout this guide because it has remained my top seller since I released it, holding strong at the #1 spot. You can grab any Eleven Eleven license for 10% off with code **ELEVEN10** in the shop at BlancSalvage.Co.

xx Stacy