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# Type Guide

Find the best fonts for your design projects, master pairings and build a strong go-to font library

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# What makes a font good?

## 1. Readability

Is the typeface very ornate? Does it have areas that are very thin? Test the text contrast at different sizes and make sure it is still visible even for someone who has a slightly impaired vision.

## 3. Languages

Not every typeface is created with multiple fonts/weights or special characters for different languages. To make sure the typeface is reliable for the future, look into language options.

## 5. Price point

Free, small budget or custom made fonts, there are infinite options to suit any budget.

## 2. Industry suitability

What is the tone of the business and what are customers looking for? Trust and reliability or fun and excitement? Look at competitors and focus on the feeling the typeface creates.

## 4. Kerning and details

Some typefaces look amazing for certain words but miss the mark on the kerning (the space between individual characters), creating an awkward impression. Test run the fonts in different scenarios.

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## Great places for fonts

### FREE OPTIONS

Google fonts

Fontshare

Befonts

### LICENSE OPTIONS

Typekit (Adobe)

Creative Market

Envato Elements

### FOUNDRIES

Commerical Type

VJ Type

Klim Type

# Go-to typefaces

A list of tried and tested typefaces for any occasion

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## TITLES

**Work sans**

**Clash Display**

**Aktiv Grotesk** \*

**Marr sans** \*

**Ranade**

**Albra** \*

**Playfair display**

**Libre Baskerville**

**Zodiak**

**Zilla slab**

## BODY COPY

**Poppins**

**Montserrat**

**Acumin Pro Wide** \*

**Open sans**

**Bergen** \*

**Calluna** \*

**Minion** \*

**EB Garamond**

**Besley**

**Cormorant**

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\* **Paid typeface**

# Pairing fonts

When you want to create a more dynamic design, it is important to find fonts that compliment each other.

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## Start with hierachy

Titles need to be more prominent than body copy so you want to pick a font that is bolder or more eye catching. You can also add a font option specifically for feature areas of your design to use sparingly.

### STRATEGIES

#### 1. Two weights

The most failsafe option is to use two weights from the same typeface. Typically bold or extra bold for titles and light or regular for body copy.

#### EXAMPLES

Poppins bold and regular

### A lovely title

Wonderful body copy that is easy to read even at a small size.

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Baskerville bold and regular

### A lovely title

Wonderful body copy that is easy to read even at a small size.

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Work sans extra bold and regular

### A lovely title

Wonderful body copy that is easy to read even at a small size.

#### 2. Serif + sans serif

Another way to create contrast is to use fonts with very different appearances – like one serif and one sans serif.

#### EXAMPLES

Besley medium and Montserrat regular

### A lovely title

Wonderful body copy that is easy to read even at a small size.

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Zodiak extrabold and Open sans regular

### A lovely title

Wonderful body copy that is easy to read even at a small size.

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Clash display bold and Libre baskerville

### A lovely title

Wonderful body copy that is easy to read even at a small size.