



How to Effectively Choose Fonts

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Choose appropriate fonts for the job

- ▶ For example, don't use *Comic Sans* if you are designing for a law firm or any other professional client
- ▶ However, if you are designing for a pre-school, *Comic Sans* may be appropriate
(But honestly, *Comic Sans* is never appropriate)

Roberts & Roberts Law Firm



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Back To School

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Think about the fonts purpose

- ▶ **If the font will be used for a headline, an attention grabbing and bold font is great**
- ▶ If the font will be used for small body copy, readability is most important, so a serif typeface will typically be used (novels use a font with a serif for this reason)
 - ▶ However on digital formats, sans serif is easier to read. (ex Twitter)

Serif



These are serifs

Sans Serif

NEVER USE MORE THAN THREE FONTS IN ONE DESIGN

- ▶ *(Unless you know what you are doing)*
- ▶ Any more than 3 becomes confusing/ too busy for the viewer

Using *too* many fonts is **Bad**

Fonts should Concord **or** Contrast

Never Conflict

- ▶ Look within Font Families for fonts that are in the same category of font (Ex: the Arial Family, a classic sans serif typeface)
 - ▶ Arial (best used as body copy)
 - ▶ **Arial Black (best used for headlines)**
 - ▶ Arial Narrow (Best used for subheadings)
 - ▶ **Arial Rounded (also good for subheadings)**

Ex: The Wall street Journal:
Large bold font for headline,
Smaller font for body copy,
Smaller and bold font for subheading.
All different but from the same family of
fonts, so they work cohesively.

Trump Threatens to Cut Aid Over Migrant Caravan

President Trump said the U.S. would cut off or “substantially reduce” aid to El Salvador, Guatemala and Honduras, as a caravan of thousands of Central American migrants continued its journey toward the U.S.

- Caravan Heads North Through Mexico

Pairing contrasting fonts effectively

- ▶ Great contrasting pairs direct the eye and communicate importance within the design
- ▶ Serif and sans serif fonts with similar letter shapes are great contrasting fonts
- ▶ Font styles that pair well are traditional and modern, retro and futuristic
- ▶ Ex: Ubuntu with Volkhorn

Both fonts have similar letter shapes, though one is serif and the other is sans serif.



Don't Mix fonts with different moods

- ▶ Example: Don't mix a silly, playful font like “Coquette” *with an elegant font such as “Snell Roundhand”*
- ▶ Doing this can send **the** wrong signals to the viewer and just looks bad
- ▶ *Instead, mix an elegant font*
 - ▶ With something neutral so you don't mix moods

Great font combinations

- ▶ Montserrat and Merriweather
 - ▶ These work together as “Montserrat” makes for a simple headline while “Merriweather” is very readable body copy
- ▶ PT Sans and Arvo
- ▶ Alegreya and Lato

WEB DESIGN

80 PT
BOLD

Lato Heavy

28 PT

Lato

14 PT

Lato. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

FORM AND FUNCTION

83 PT
UPPERCASE

OSWALD BOLD

23 PT
UPPERCASE

MONTERRAT LIGHT

15 PT
1.6 LINE HEIGHT

Cooper Hewitt. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Font Resources

- ▶ Google Fonts
- ▶ DaFont.com (Always check licensing before commercial use)
- ▶ Adobe TypeKit

The logo for Google Fonts, featuring the text "Google Fonts" in white on a red rectangular background.

Google Fonts

The logo for DaFont.com, featuring the text "dafont.com" in white on a red rectangular background.

dafont
.com

The logo for Adobe TypeKit, featuring the letters "TK" in green on a black square background with a green border.

TK