

*typography*

pairing guide



# What is *typography pairing?*

Typography pairing is exactly what it sounds like - combining fonts and typefaces to **create perfect visual harmony.**

Better yet, when paired correctly, they **evoke feelings** and portray subliminal messages through their unique characters & overall aesthetic.

let's learn! →

VISBY HEAVY  
34PT

GERALDICA REGULAR  
21PT

VISBY MEDIUM  
10PT

## TITLE TYPE

*Complimentary Type*

Body Type. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud

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# What are the *type pairing* rules?

Rules are made to be broken! So, don't restrict yourself too much. However, there are a few things to consider when crafting a perfect match.

## 01. Don't overcomplicate it.

Keep it simple! Use 2-3 fonts as this will allow you to engage the viewers without confusing them.

## 02. Legibility is top priority.

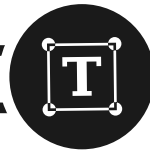
Your font pairings must be **easy to read**. If not, you'll make an impression but for all the wrong reasons.

## 03. Pair **bold & minimal** fonts.

Got a funky primary typeface? Pair it with a clean and minimal type to provide a nice, **refined contrast**.

## 04. Trust your gut!

In most cases, **you just know**. Experiment until your pairing makes you feel content.



## What to pair with a *sans serif typeface*

A sans serif font presents letters without the 'serif' ligatures.

When working with a sans serif font, there are lots of options to explore.

Sans serifs are super legible. The simplicity gives you opportunity to introduce something a little quirkier so, it's worth **experimenting** with different styles.

## Sans Serif type

This a serif type. When paired with a sans serif, it creates a balance between a professional aesthetic and one that veers more towards a playful one.

CALL TO ACTION

## Sans Serif type

This a sans serif type. In fact, it's from the same family! When you're looking for something ultra clean, consider using font depth variations (regular, medium, bold etc) to add to the cohesive feel.

CALL TO ACTION

## What to pair with a *serif typeface*

Serif fonts are named after the **striking ligature** seen towards the bottom and top points of their letters.

When working with a serif font, pair it with script, sans serif or even itself!

Serif or sans serif font play into the minimal feel whilst giving each individual type an opportunity to shine.

## Serif type

*This a serif type. When paired with another italicised serif, it brings a formal, sophisticated edge. It gives a visual nod to a historical aesthetic and is perfect for brands wanting to build trust.*

CALL TO ACTION

## *Serif Type*

This a sans serif type. When paired with a serif, it further reinforces the elegant aesthetic. This pairing would work well for minimal, sustainable brands.

CALL TO ACTION

# What to pair with a *display typeface*

Display fonts are made up of decorative, distressed or irregular pieces. **Each letter often looks unique.**

When working with a display font, it's best to select a complimentary font that is simple but quirky.

Slab serifs and sans serifs give the display font room to be seen whilst feeling as though there is a visual connection.

## DISPLAY TYPE

This a slab serif type. When paired with a Display type, it feels like it's part of the family. The quirks add to the overall aesthetic and would work great for daring brands.

CALL TO ACTION

## Display Type

This a sans serif type. When paired with a display type, feels grounded and a little more subdued. It creates a healthy balance between uniqueness and familiarity.

CALL TO ACTION

# What to pair with a *script typeface*

A script font presents letters flowing into one another and is considered 'calligraphic'.

When working with a script font, it's best to **keep it simple!**

Serif or sans serif font allow the script to flourish whilst adding a simplistic, **refined edge** to the overall aesthetic.

## *Script type*

This a serif type. When paired with a script, it brings in an additional element of elegance. This kind of pairing would work beautifully with luxurious, high market level brand.

CALL TO ACTION

## *This a script type*

This a sans serif type. When paired with a script, it adds a wholesome feel. This pairing would work wonderfully for a minimalistic, 'feminine' brand.

CALL TO ACTION

## What to pair with a *slab serif typeface*

Slab Serif fonts put **extra**  
**emphasis** on the 'serif' ligatures.

When working with a slab serif font, there are opportunities to scale it back or amp it up.

Depending on the type of visual you're aiming on presenting, there's room for exploration - just remember to make it align with the intended use!

### Slab serif type

This a slab serif type. When paired with a another slab serif, it creates a harmonious effect. This pairing would be great for authentic and rustic brands looking to grab attention.

CALL TO ACTION

### Slab Serif Type

This a sans serif type. When paired with a slab serif, it balances the hierarchy without deviating from it's quirky aesthetic.

CALL TO ACTION



# What to pair with a *handwritten typeface*

Handwritten fonts have a handmade feel to them and look like you've scanned in a note.

When working with a handwritten font, it's best to pair with a legible font such as a serif or sans serif.

Serif or sans serif font allow the handwritten font to **take centre stage**, keep the tone personable but add a professional touch.

## Handwritten Type

This a serif type. When paired with a handwritten font, it brings back the formal edge and is great for businesses who need a balance between a professional and personal approach.

CALL TO ACTION

## HANDWRITTEN TYPE

This a sans serif type. When paired with a handwritten type, it still pushes the personal edge to the overall look but feels refined and easy to digest.

CALL TO ACTION

# Happy *learning*

[www.abiconnick.co.uk](http://www.abiconnick.co.uk) | [@itsabiconnick](https://twitter.com/itsabiconnick)

Now you know the importance typography pairing and how to pair successfully, I bet you're eager to start experimenting! Remember, if you ever get stuck or, feel you need a little information refresh, don't be afraid to read through this document again. After all, it's yours to keep!