

Favorite Fonts

a n d h o w t o u s e t h e m

There are so many elements that can effect the overall look and feel of your brand - from colors to patterns to style to images.

But one of the MOST impactful and easily identifiable elements are the fonts you choose to represent your brand.

If you are a designer, this is something that you totally geek out about. Searching through hundreds of fonts and style variations is seriously what I call a good time.

But I know that most of you would much rather be doing about a million other things.

So here are 3 basic rules to follow when choosing your fonts for your brand:

1

Never use more than 3 fonts in your brand. It is best to try and keep it down to 2, however, if you must, one of the three should be a logo font that **ONLY** appears in your logo. Keep it special and unique to your logo.

*You can use style variations of the same font to give your branding visual interest and dimension, **but don't change fonts.***

Use your bold, fancy, unique fonts sparingly -
HEADLINES, NUMBERS, etc.

2

Chose a simple and easy-to-read font for your body copy and fine print.

It's okay to mix Serif and Sans Serif fonts between Headlines & Body Copy but not within Body Copy alone.



Choose a logo/headline font that matches your brand. If you are feminine and soft, choose a font with a script, hand-lettered feel.

If you are a modern, sophisticated sort then maybe a bold, chunky sans serif is for you.

And to help you get started, here are 6 amazing font pairings that we designers drool over. They are all either free or minimal cost to use and I have included the links of where you can find them.

Remember, some of us actually LOVE this stuff so enjoy. Try to have fun with it. Don't stress. Don't over-do it.

And most importantly...pick what **YOU** love.

ModernlineLATO

BEBAS
century gothic

Playfair Display
BASIC TITLE FONT

MONTERRAT
MONTERRAT
MONTERRAT

Athene
open sans

elsie
LUNA

Modernline

LATO

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