

THE PLAYBOOK MEMBERSHIP

BRANDING | MODULE THIRTEEN

Typography & Font Pairing

THE DIFFERENT FONT FAMILIES

HOW I PAIR FONTS

WHERE TO BUY FONTS

UNDERSTANDING FONT LICENSES

THE DIFFERENT FONT FAMILIES

understanding what you have available to you

Font Family	What it is	Example fonts	Often communicates
Serif	Fonts with small strokes or “feet” at the ends of letters.	Times New Roman	Luxury, heritage, sophistication, authority
Sans Serif	Fonts without the additional strokes or “feet.”	Arial	Modernity, clarity, minimalism, confidence
Script	Fonts designed to resemble handwriting or calligraphy.	<i>Allura</i>	Romance, femininity, elegance, personality
Display	Fonts designed to make an impact, usually for larger text rather than paragraphs.	Abril Fatface	Personality, creativity, drama, individuality
Monospace	Fonts where every character takes up the same amount of horizontal space.	Space Mono	Technical, utilitarian, retro, editorial
Handwritten	Fonts that imitate natural handwriting rather than formal calligraphy.	<i>Biro Script Plus</i>	Personal, relaxed, creative, human



FONT FAMILY ≠ FONT STYLE.

For example, serif is a font family/category, while things like bold, italic, condensed, light and extended are styles or variations.

HOW I PAIR FONTS

Let's work with 3 fonts at a time



01. Create contrast, not competition

Fonts should complement each other, not fight for attention. If one font is bold or full of personality, I'll usually balance it with something cleaner and more understated.



02. My go-to trio is Serif + Sans Serif + Script

This is the combination I use most often. It naturally creates contrast while giving me enough variety to build a clear typography system.



03. Give each font a purpose

I don't add a third font just for the sake of it. Each font should have a role, whether that's headers, subheaders, body copy or accents.



04. Never use more than one Script

Script fonts already have a lot of personality. One is enough to add character without making the typography feel overly decorative or messy.



05. Avoid pairing too many bold fonts

Not every font needs to make a statement. I'll usually choose one stronger font and balance it with lighter or simpler typography.



06. If using two Serifs, create contrast

I'll rarely pair two very similar serifs. If I use two, one might be thicker and more dominant, while the other is finer and more delicate.



07. The same applies to Sans Serifs

If I'm pairing two sans serif fonts, I look for a noticeable difference between them, such as thick + thin, structured + soft, or bold + minimal.



08. You don't have to use every font family

I personally don't use Display or Monospace fonts very often because they don't tend to suit my design style. That doesn't mean you shouldn't use them. Your typography choices should reflect your own creative style and the brand you're designing for.



09. Three fonts is a maximum, not a requirement

Sometimes two fonts are all a brand needs. Don't add another font just because you feel like you should have three.

 SOME OF MY FAVE COMBOS!

Editors Note

Arimo

Altesse

Barnaby

Helvetica Neue

Texas Hero

The One

Soleil

Nostalgia Peach Creme

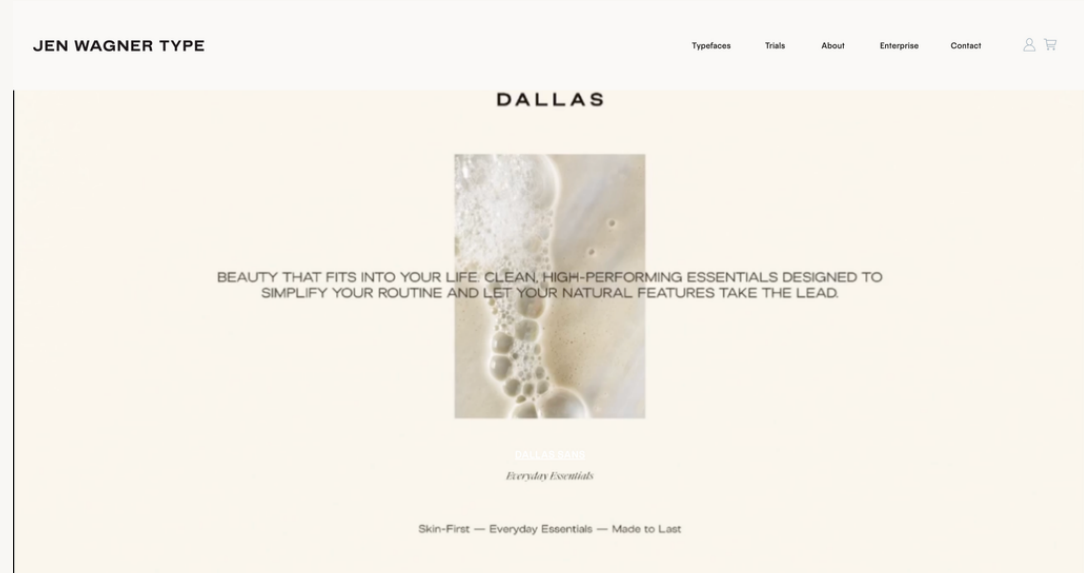
WHERE TO BUY FONTS

My go to places!

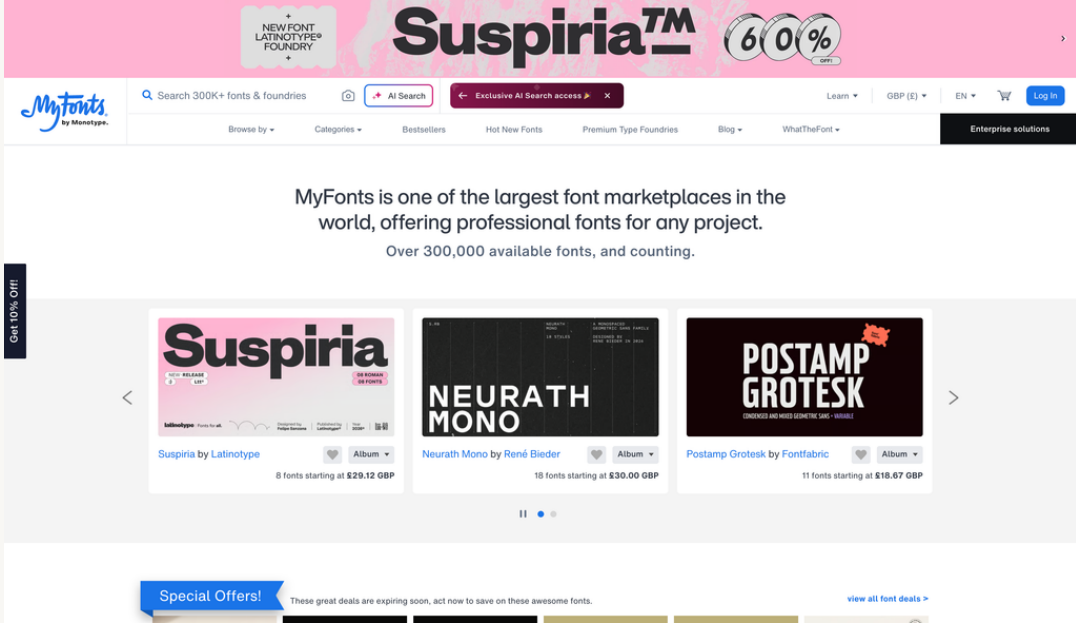
www.creativemarket.com



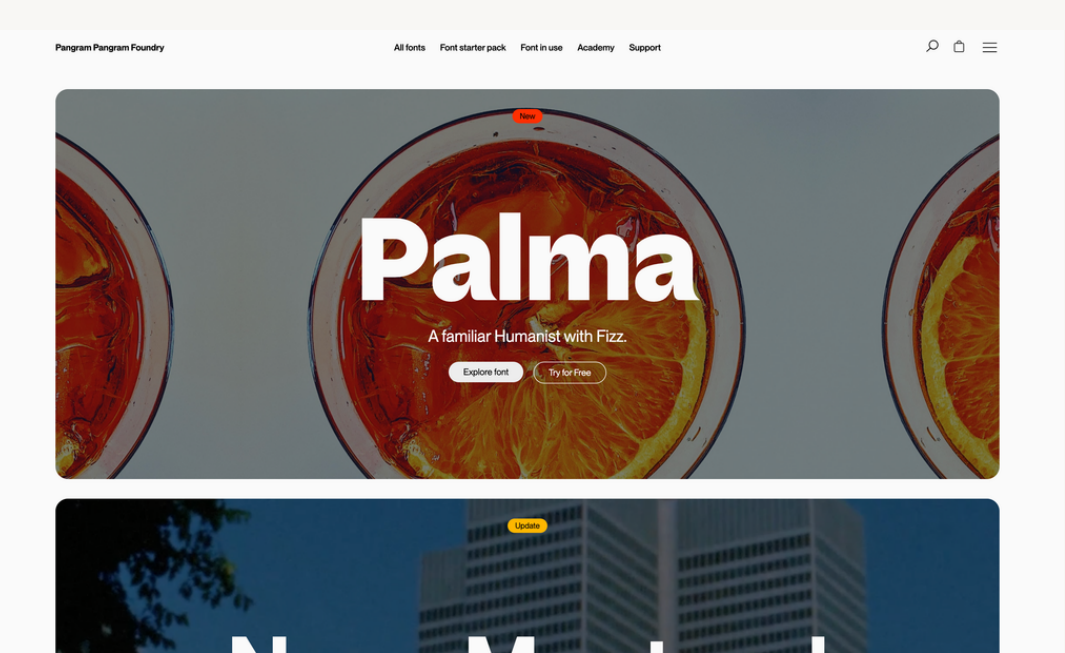
www.jenwagner.co



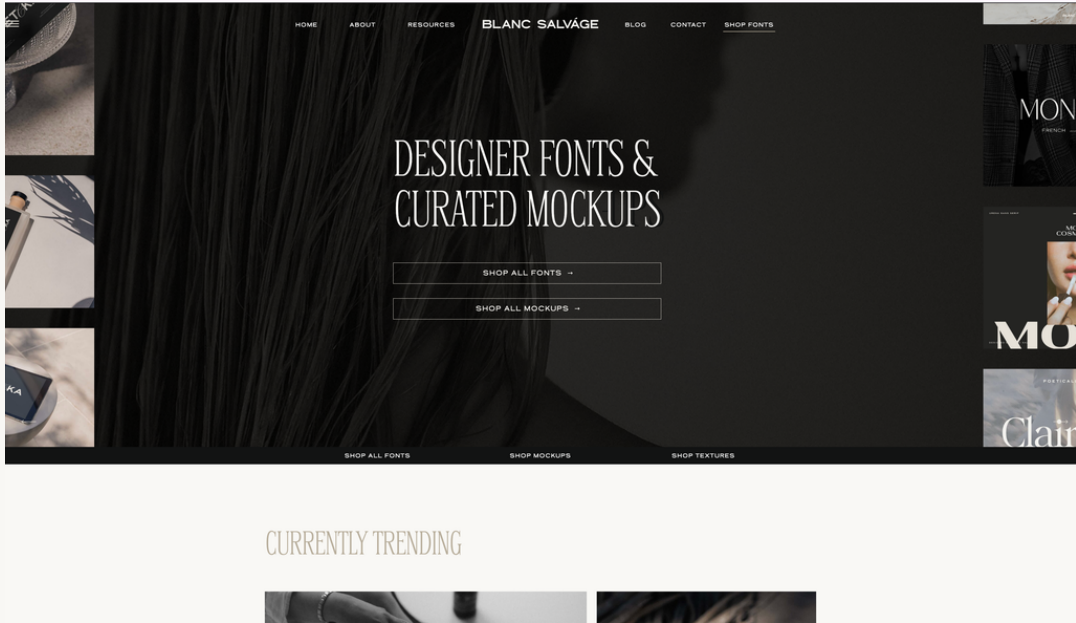
www.myfonts.com



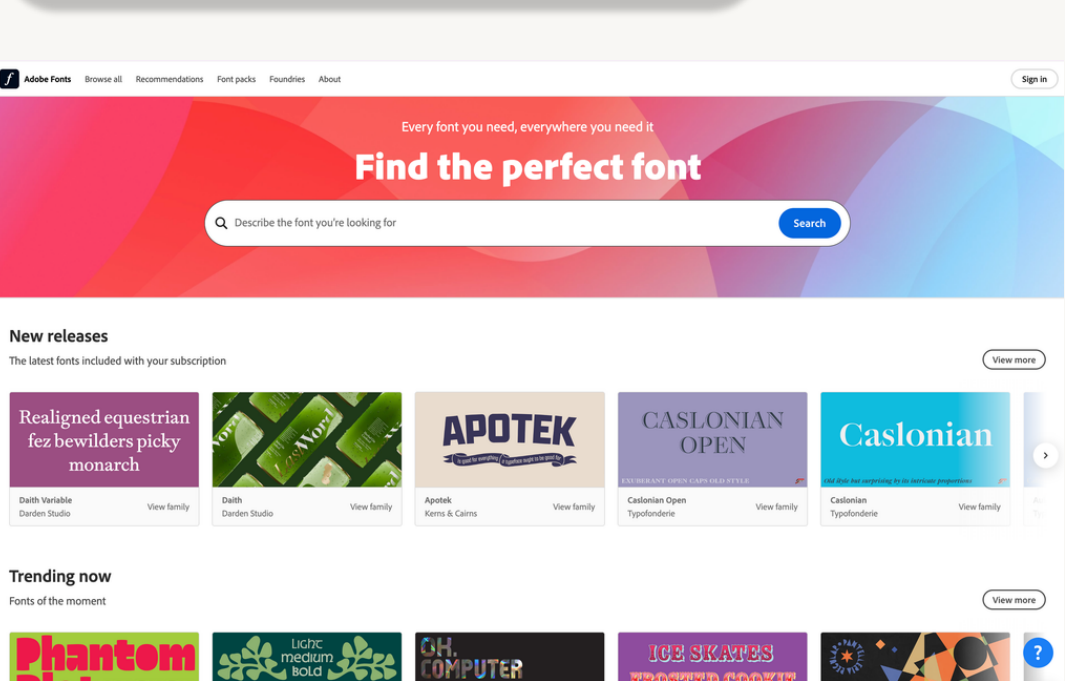
www.pangrampangram.com



www.blansalvage.co



www.fonts.adobe.com



UNDERSTANDING FONT LICENSES

this is so important

License Type	What It Covers	Where You Can Use It	Notes / Watch Out For
Desktop License	Allows installation on a computer for design purposes.	Creating static graphics like logos, packaging, print materials, and social graphics.	Only covers your machine unless additional seats are purchased. Client needs their own license if they'll use the font too.
Web License (Webfont)	Embeds the font into a website via CSS.	Client's website only, often limited by monthly page views.	Don't use webfont files in print or logos. Check if you need to self-host or use a service like Adobe Fonts or Google Fonts.
App License	Embeds the font in an app, game, or software interface.	Mobile apps, desktop software, or games.	Usually based on number of downloads or users, rarely needed for branding projects unless client has an app.
ePub License	For embedding fonts in digital publications.	eBooks, PDFs, or digital magazines.	Not the same as a web license, only covers embedded publication files.
Broadcast License	Use of a font in video, film, or television.	TV shows, advertisements, YouTube videos, or motion graphics.	Only required if the font appears in moving media.
Server License	Fonts hosted on a server and generated dynamically (e.g., in templates).	Online design tools or software that generates user content.	Rare for most designers, needed if the client's users generate branded assets.

YOUR PLAYBOOK PRACTICE

Action Task

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to answer these:

Analyse your fonts! Do we need to elevate them a little more?

1. Choose your lead font

Pick one font that best represents the personality you want your brand to communicate.

Is it refined? Bold? Playful? Editorial? Minimal? Feminine? Modern?

2. Choose your supporting font

Using the pairing rules from this lesson, choose a second font that creates contrast rather than competition.

Think: Serif + Sans Serif, Thick + Thin, Statement + Simple.

3. Add an accent font, if needed

Choose a third font to add personality to your typography system. This could be a Script, another contrasting Serif or Sans Serif.



TURN THE PAIGE

and follow The PlayBook

NEXT UP: CREATING BRAND PATTERNS