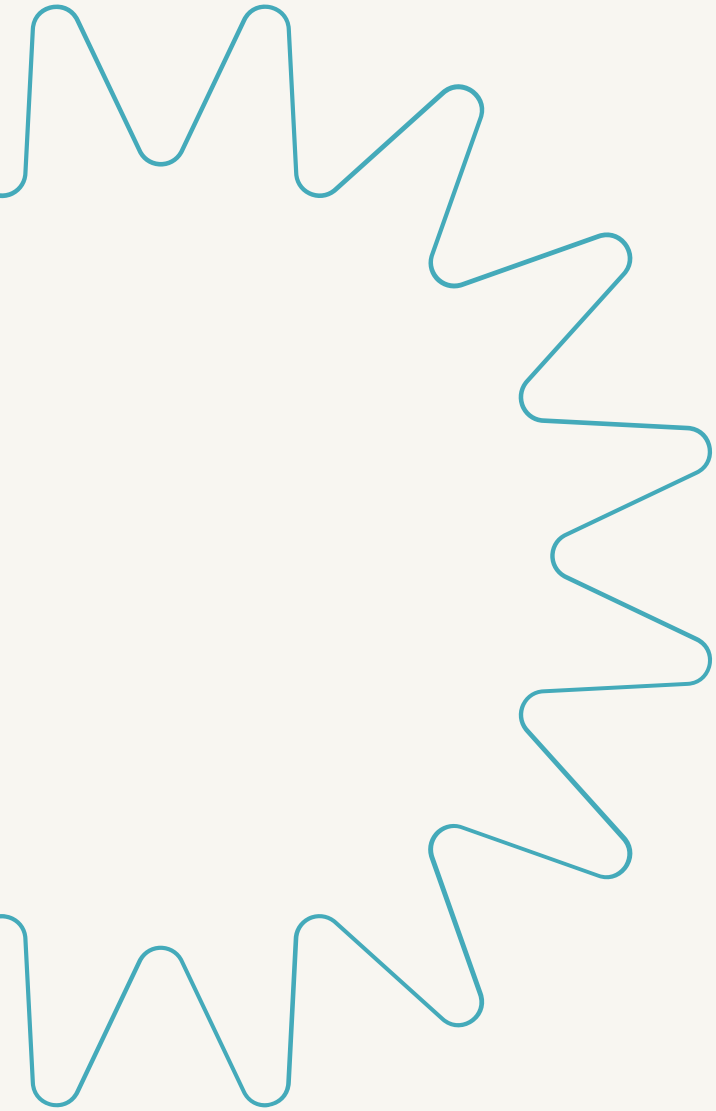
CRYESTUDIO

Typography
Font Pairing Guide

A simple guide to combining fonts for a balanced and professional design.

Basic Rules for Pairing Fonts



1. CONTRAST

Contrast is key - Combine different styles (serif + sans-serif) for balance.

2. LIMIT FONTS

Limit to two or three fonts - Too many fonts make a design chaotic.

3. HIERARCHY

Use hierarchy - Headlines, subheadings, and body text should have distinct styles.

4. ONE FONT FAMILY

Stick to one font family for simplicity - Some fonts have multiple weights/styles that pair well.

Quick Tips for Perfect Pairing

PAIR BOLD & NEUTRAL

Pairing a bold font with a neutral font creates contrast, making your design visually appealing and easy to read.

The bold font grabs attention, while the neutral font keeps text clean and balanced, ensuring a clear hierarchy.

USE DIFFERENT WEIGHTS

Using different font weights, like bold for headlines and light for body text, enhances readability and makes content easier to scan.

This contrast also adds visual interest, preventing a flat or monotonous design.

CHECK LEGIBILITY

Always test your font choices on multiple screen sizes and resolutions to ensure they remain clear and readable, especially for digital content.

Some decorative or script fonts may appear crisp in print but can become pixelated, hard to read, or distorted on smaller mobile screens, reducing accessibility and user experience.

LIMIT ALL CAPS

Use all caps sparingly to maintain readability, especially in long headlines or body text.

While uppercase adds emphasis, it reduces word recognition in long passages, making text harder to read. Limit all caps to short headlines, call-to-action buttons, or key phrases for better clarity.

Recommended Font Pairings

CLASSIC & ELEGANT

Playfair Display
Lato

Headline

Body copy tincidunt sem. Class aptent taciti sociosqu ad litora torquent nostra, per inceptos himenaeos.

✅ **Why it works:** Playfair Display has a refined, high-contrast serif style, while Lato is a modern sans-serif that keeps things clean and readable.

📌 **Best for:** Luxury brands, elegant blogs, fashion, and editorials

MODERN & MINIMAL

Poppins
Montserrat

Headline

Body copy tincidunt sem. Class aptent taciti sociosqu ad torquent nostra, per himenaeos.

✅ **Why it works:** Poppins makes a bold visual impact, and Montserrat provides a bold yet elegant look.

📌 **Best for:** Minimalist branding, mobile apps, business reports

BOLD & EYE-CATCHING

BEBAS NEUE
Open Sans

HEADLINE
Body copy tincidunt sem. Class aptent taciti sociosqu ad litora torquent nostra, per inceptos himenaeos.

✅ **Why it works:** Bebas Neue's tall, bold, all-caps style makes a striking impact, while Open Sans keeps the body text highly readable and neutral.

📌 **Best for:** Posters, social media graphics, marketing materials

FRIENDLY & PLAYFUL

Pacifico
Quicksand

Headline
Body copy tincidunt sem. Class aptent taciti sociosqu ad torquent nostra, per himenaeos.

✅ **Why it works:** Pacifico's flowing, handwritten style gives off a friendly and personal touch, while Quicksand's rounded, modern sans-serif keeps it clean and approachable.

📌 **Best for:** Personal branding, creative projects, casual social media posts

PROFESSIONAL & TRUSTWORTHY

Baskerville
Georgia

Headline

Body copy tincidunt sem. Class aptent taciti sociosqu ad litora torquent nostra, per inceptos himenaeos.

✅ **Why it works:** Baskerville brings elegance, refinement, and an intellectual tone, while Georgia offers warmth, accessibility, and excellent legibility—even at small sizes.

📌 **Best for:** Editorial design, academic & legal documents, Upscale marketing materials

MODERN & CLASSIC

ALATA
Cardo

HEADLINE

Body copy tincidunt sem. Class aptent taciti sociosqu ad torquent nostra, per himenaeos.

✅ **Why it works:** Alata's sleek, modern sans-serif structure provides a contemporary feel, while Cardo's classic serif style brings a scholarly, timeless aesthetic.

📌 **Best for:** Editorial layouts, branding for creatives, portfolio websites

Where to find these fonts

→ CANVA

Canva.com - Includes free and premium fonts

→ GOOGLE FONTS

fonts.google.com - All fonts are free

→ FONT SQUIRREL

fontsquirrel.com - All fonts are free

→ ADOBE FONTS

fonts.adobe.com - Must have an Adobe Creative Cloud subscription to use fonts