

Harmony combining fonts from the same type family

Bauer Bodoni Roman, Black, and Italic

ITC Stone Humanist Sans Bold, ITC Stone Serif Medium

SVC
classes & seminars

rhubarbraspberry

- Contemporary type families often include harmonized serif and sans serif faces.

Contrast combining fonts with notably different letterforms

- Emphasize the contrast while unifying the overall design.

Wabaum Bold, Künstler Script Black

SVC

SVC

equal spaces
align

SVC

inadequate contrast
poor spatial distribution

Strategies for resolving conflicting font combinations

- Align the x-heights when using contrasting fonts on the same line.

chocolateraspberry

chocolateraspberry

21 pt. Futura Bold
30 pt. Centaur Bold

- Increasing the scale difference.

Casual Friday
BARBECUE

Casual Friday
BARBECUE

Comic Sans
Rosewood

- Avoid using conflicting fonts if you can't resolve the differences.

weights *almost* the same

terminals cut at different angles

narrow apertures—wide apertures

squared curves—round curves

Eurostile Medium
Lithos Regular
Avant Garde Gothic Medium