

COMPLETE GUIDE TO CHOOSING FONTS



LET'S SELECT FONTS

Fonts are an integral part of communication within a design, which is why choosing the “right” font can often challenge designers.

Deciding to be bold can make a design unique and intriguing. However, if the font is illegible, then you run the risk of miscommunicating what you’re trying to convey.

On the other hand, choosing standard fonts can make your design feel dated, dead, or boring.

Understanding the power of fonts and choosing accordingly can make an incredible difference to your overall design. It will enhance how it’s perceived, and it will encourage visitors to stick around and engage with your website.

Can fonts really be that powerful?

Absolutely. So, let’s dig a little deeper.

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GO-TO FONTS

Massimo Vignelli famously had six go-to fonts and often shunned the idea or need for new fonts at the beginning of desktop publishing.

Whether you're as rigid in your selection as Vignelli or not is up to you; however, there is undoubtedly one thing to learn.

Establishing a collection of go-to fonts is necessary for a designer.

This collection should contain fonts that you know can convey a message and capture attention in both a professional and intriguing manner.

Vignelli's go-to fonts included:

Garamond
Bodoni
Century Expanded
Futura
Times New Roman
Helvetica

You can choose from Vignelli's classics, or you can start to develop a set of your own.

The primary thing you need to establish is a collection of fonts you can use for different sections of text. Having a reserve of header, accent, and body text fonts will help speed up the selection process for you as a designer before you take on a new project.



STARTING A DESIGN

Before you begin any design, it's essential to understand the brief.

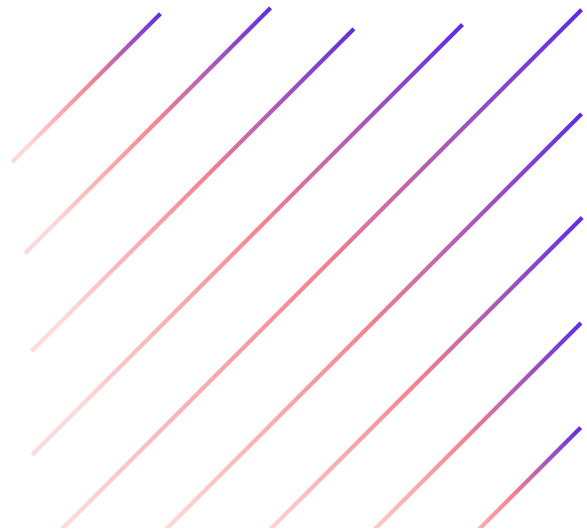
Why?

Fonts can miscommunicate a mood or feeling that a brand wants to convey to its audience. So, start by thinking about what you're trying to do.

- Do you want them to read pages and pages of content?
- Do you want to draw their attention to one word?
- Do you want to establish trust?
- Or, do you want to establish a bold and edgy vibe that disrupts the industry sector?

Believe it or not, the fonts you choose impact the answer to all of these questions.

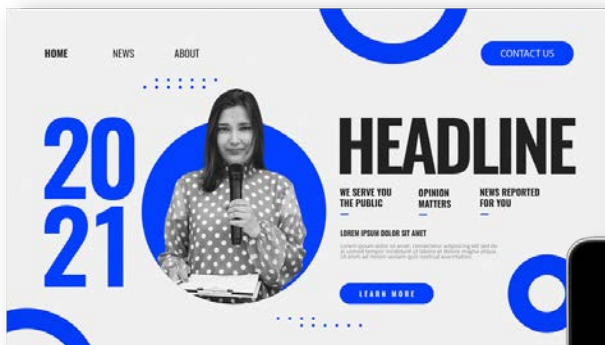
Once you understand the constraints and potential of the design and the fonts you can use, you can begin to find the right match for your needs.



CHECK THE BRAND GUIDE

If you're working with a client who has an established brand style, their brand guide should outline what fonts they wish designers to use and where. This will make your job a lot easier.

However, if there are no established fonts for this particular project, there are a couple of ways for you to approach it.



WORK WITH YOUR GO-TO SELECTION

As a base for your design, start exploring your pre-selected group of go-to fonts.

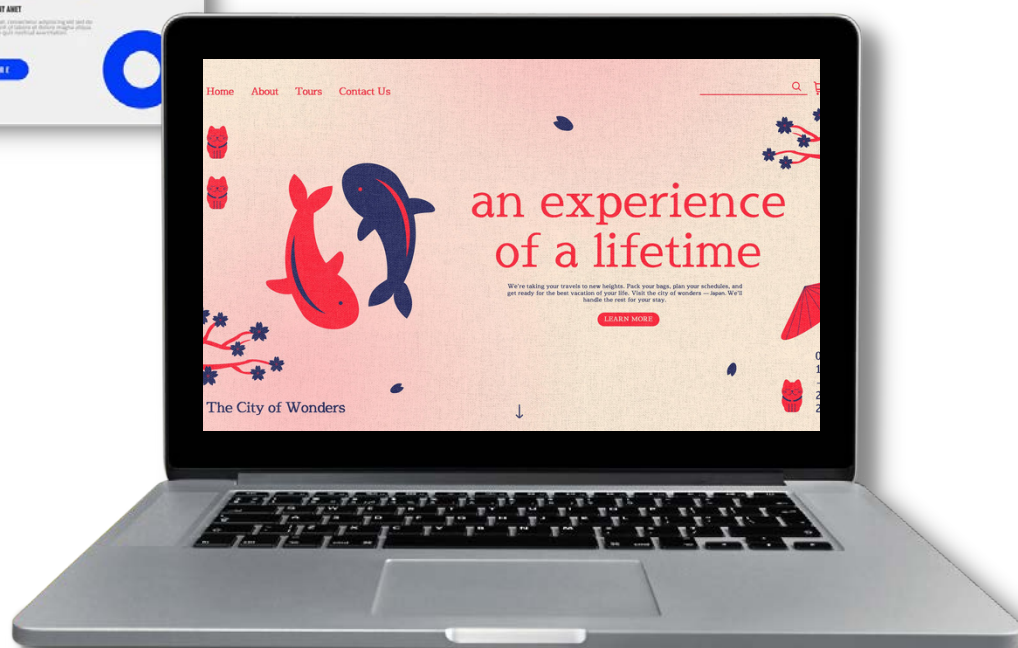
Could they work in this particular design?

Start to compare and contrast your options, adding in alternate options where you see fit.

It's only when you start to see fonts side by side that you can establish whether they're the right fit or not.

What works in your mind, may not work on a page, and vice versa.

To find instant inspiration explore sites like Pinterest. You can also take a look at design template websites like Envato, Canva, or Creative Market to see fonts at work within creative web designs, comparing your aesthetic to the prepared options.



FINDING FONTS TO USE

If your go-to fonts are not a good fit for the project, or if you want to explore something new, try the following resources to expand your font selection.

Free fonts:

- [A curated list of the best Google fonts](#)
- [Rostype](#)
- [Open Foundry](#)

Premium fonts:

- [YouWorkForThem](#)
- [Dribbble](#)
- [MyFonts](#)



TRIAL YOUR FONTS

To establish whether a font is the right mood and style for your design, it's helpful to mock up how it'd look in combination with things like colors and design elements.

Choose one font, to begin with.

Is it for body text?

Is it for headers?

Selecting its dominance will help you to find a complementary font that will enrich the whole design.



EUGEN

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PAIRING FONTS

Once you've chosen a base font you want to work with, it's time to pair it with the best match possible.

Often mixing serif with a sans serif helps draw the eye further down the page. In addition, choosing a mix of two different styles creates contrast, keeping the visitor engaged between topics and sections.

While you want the fonts to contrast, you don't want them to be so alien to one another that they clash and cause visual conflict on the page. Some similarities are a good thing.

Check out these websites to inspire your combinations:

- [Fontjoy](#)
- [Fontpair](#)

3 FONTS MAX

Too many fonts on one page are distracting, making a webpage challenging to navigate. Limit your font selection to two, if possible, or three max. You can break this down into:

Header & Body

Header, Body & Accent

Naturally, for more abstract designs, these rules are made to be broken. However, for good structure and base, having a maximum of 3 fonts in mind is helpful.



CREATING HIERARCHY

FONT SIZE

One of the easiest ways to create a hierarchy between your fonts is through font sizing. Naturally, the larger the font, the more dominance it has on the page. This can create page breaks and headers to draw a visitor in.

When a font is smaller, you can use this to highlight less important details that the reader should still engage with, but if they don't, they'll still have an overall understanding of the context.

FONT WEIGHT

In some combinations, simply altering the font size isn't enough. When two fonts are too dominant, a design may become confusing or lose some valuable meaning.

In these scenarios, you can also alter the font weight on the page. Creating this deeper visual contrast will help draw the readers' eye to the text you want them to read, guiding them to the subtext only after it's been read.

ASSIGN FONT ROLES

Consistency in font use will help every design look balanced, clean, and attractive. If you're using one font for headers and the other for body text - stick with it.

Don't change their hierarchy halfway through the page.

USE A FULL TYPEFACE

Using different font families isn't always necessary. Explore an entire typeface to uncover if you can find everything you're looking for in one place. Using the 'black' or 'bold' option for a header mixed with the 'light' or 'thin' version for the body text can work pretty harmoniously in most designs. Sometimes the simple option is the best.



GEVANO



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TEST, TEST, TEST

Some fonts won't work well for tablet and mobile designs, so testing every section of text will be necessary during the design process.

To gain a complete overview of the possible issues and successes, it's helpful to design as many aspects of your design as possible before testing.

From there, you can navigate if there are any issues in contrasting colors with fonts or images with design elements. In some scenarios, what looks impressive by itself, gets lost when matched with another component of your design.

QUICK SELF-TEST YOURSELF

Give yourself 5, 10, and 15 seconds to scan and digest a page.

- Did the fonts help you to consume the information quickly?
- Did they distract?
- Did they capture my attention but only on certain words?

Time and test yourself to see if your fonts are working for or against you.



Thanks for reading,
We would love to see you in one of our in-
depth courses or on our free social media
channels.

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BROWSE NOW



Until next time, happy designing!

**Ran Segall &
The Flux Academy Team**

