

FONT INSPIRATIONS



**WHAT YOU NEED TO KNOW, AND SOME
POPULAR FONT COMBINATIONS.**

Here are some simple tips from my logo design partner Mind Your Business:

There are three things you need to know when choosing your fonts: They need to be unique, legible, and work on every platform; including printed materials.

You should also understand the personality traits of the 6 font categories:

Serif fonts are classic, traditional, and trustworthy.

San-serif fonts are modern, clean, and help create basic designs

Slab serif fonts are bold, quirky, and confident

Script fonts are unique and elegant

HANDWRITTEN FONTS ARE ARTISTIC

Decorative fonts are dramatic and distinctive

the WEBSITE DOULA

Most websites have a combination of 2-3 fonts. Some websites even use a single font type, but vary it by using bold, uppercase, and different colors. There is no single right way to do this.

Here are a few basic helpful guidelines:

USE SANS-SERIF FOR MAIN BODY TEXT

For main body text, research shows that sans serif fonts tend to be the most legible on screens. Interestingly, the opposite is true for print materials!

HEADERS CAN BE SANS-SERIF or SERIF

The headers & subheaders are a place where you can play a bit more with the font. We can try out all caps, bold, a different color, a contrasting font to your main body text.

HIGHLIGHT TEXT

Often within your site copy there is a line that should be emphasized with some pop! to draw attention. This can be a fun place to use a script or altered version of your header text. You don't have to designate a choice for this - we'll look for a creative way to do this for you.

SCRIPT FONTS

Many clients decide to include a custom handwriting font in their website. Creative Market is a great place to find these fonts - just be sure a webfont license is available. These work best for single words, signatures, or very short phrases.

the WEBSITE DOULA

CHOOSING FONTS

We know it can be hard to pick fonts, and after awhile they can all start to look the same. Pay attention to what feels good to you - many people find they have gut reactions to what they do and don't like. Listen to that!

On the following pages, you'll find some common font combinations to choose from, or you are welcome to come up with your own combination! I

f you truly can't decide, you can let us know your top 2-3 selections from the options below and we'll use the one that feels best to us based on your design.

Click on the screen to
watch my video
tutorial on how to
explore GOOGLE
FONTS



the WEBSITE DOULA

Open Sans Condensed



Open Sans Light

How to begin working with me:

Lollipop dessert jelly-o dessert biscuit.
Croissant donut jelly-o cookie fruitcake.
Icing bonbon sesame snaps sugar plum
croissant lemon drops gummies cake
tootsie roll. Tootsie roll marshmallow jelly-o
powder sweet dessert.

Playfair Display



Raleway

How to begin working with me:

Lollipop dessert jelly-o dessert biscuit.
Croissant donut jelly-o cookie fruitcake.
Icing bonbon sesame snaps sugar plum
croissant lemon drops gummies cake
tootsie roll. Tootsie roll marshmallow
jelly-o powder sweet dessert.

Poppins Bold



Lato

How to begin working with me:

Lollipop dessert jelly-o dessert biscuit. Croissant donut jelly-o cookie fruitcake. Icing bonbon sesame snaps sugar plum croissant lemon drops gummies cake tootsie roll. Tootsie roll marshmallow jelly-o powder sweet dessert.

Merriweather



Merriweather Sans

How to begin working with me:

Lollipop dessert jelly-o dessert biscuit. Croissant donut jelly-o cookie fruitcake. Icing bonbon sesame snaps sugar plum croissant lemon drops gummies cake tootsie roll. Tootsie roll marshmallow jelly-o powder sweet dessert.

Playfair Display



Roboto

How to begin working with me:

Lollipop dessert jelly-o dessert biscuit. Croissant donut jelly-o cookie fruitcake. Icing bonbon sesame snaps sugar plum croissant lemon drops gummies cake tootsie roll. Tootsie roll marshmallow jelly-o powder sweet dessert.

Oswald



Montserrat

How to begin working with me:

Lollipop dessert jelly-o dessert biscuit. Croissant donut jelly-o cookie fruitcake. Icing bonbon sesame snaps sugar plum croissant lemon drops gummies cake tootsie roll. Tootsie roll marshmallow jelly-o powder sweet dessert.

Ubuntu Bold



Nanum Gothic

How to begin working with me:

Lollipop dessert jelly-o dessert biscuit.
Croissant donut jelly-o cookie fruitcake.
Icing bonbon sesame snaps sugar plum
croissant lemon drops gummies cake tootsie
roll. Tootsie roll marshmallow jelly-o powder
sweet dessert.

BEBAS NUEU



Source Sans Pro

HOW TO BEGIN WORKING WITH ME:

Lollipop dessert jelly-o dessert biscuit.
Croissant donut jelly-o cookie fruitcake. Icing
bonbon sesame snaps sugar plum croissant
lemon drops gummies cake tootsie roll.
Tootsie roll marshmallow jelly-o powder
sweet dessert.

Oswald Bold



Nunito

How to begin working with me:

Lollipop dessert jelly-o dessert biscuit.
Croissant donut jelly-o cookie fruitcake.
Icing bonbon sesame snaps sugar plum
croissant lemon drops gummies cake
tootsie roll. Tootsie roll marshmallow jelly-
o powder sweet dessert.

Fjalla One



Merriweather Sans

How to begin working with me:

Lollipop dessert jelly-o dessert biscuit.
Croissant donut jelly-o cookie fruitcake.
Icing bonbon sesame snaps sugar plum
croissant lemon drops gummies cake
tootsie roll. Tootsie roll marshmallow
jelly-o powder sweet dessert.



I hope you found this helpful! I look forward to seeing your font selections come to life on your website!

- Sarah Julinsson

THE
WEBSITE *Doula*