

Pairing Type



Choosing type is like casting actors in a role.



Be sure that the typeface is well equipped to handle the role. And, be sure that the typefaces that you pair together are distinctive and complement one another.



Methods *of* Pairing

PAIRING BY CLASSIFICATION

Helvetica Light

Baskerville italic for sub-head

Baskerville regular is used for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam malesuada, orci eget finibus lobortis, justo leo dapibus libero, eu congue eros magna a erat. Proin dictum lobortis purus, ac sollicitudin tortor facilisis eu. Donec congue in dolor non mollis. Phasellus sed dolor et nibh malesuada commodo in vitae felis.role.

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Pairing a serif and a sans serif is a
good place to start.

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Pairing two different typefaces based on their classifications is a sure-fire way to combine typefaces with enough contrast.

PAIRING BY TYPE DESIGNER/FOUNDRY

Méridien

Frutiger Univers

If you have chosen Meridien as the typeface for the body text, you may look to Adrian Frutiger's other typefaces for a suitable companion. If you look at the structure of the letterforms, Frutiger *might* be a better pairing because they are more similar.

An example of this lies in the “e”.



Test the Pairing

THE GOAL IS TO ACHIEVE

Texture & Hierarchy

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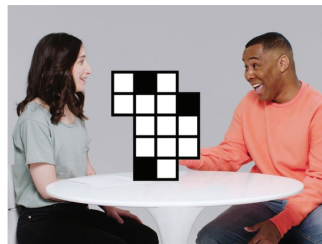


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DAILY CARTOON: MONDAY, SEPTEMBER 16TH

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By Jason Adam Katzenstein September 16, 2019



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CREATING A TYPE SPECIMEN

The objective is to pair typefaces that can achieve texture, hierarchy and contrast. Include a minimum of five levels of type: headline, subhead, body copy, pull quote, and caption.

Lorem ipsum dolor

The typeface Franklin Gothic URW has been chosen for you. Find a typeface that would suitably pair with this grotesque sans serif. Choose appropriate roles for each typeface to ensure legibility. Demonstrate their compatibility on this page.

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[insert typeface names here]



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[insert typeface names here]

WHEN SHOULD YOU USE THREE TYPEFACES?

If you need a third typeface, it should be because one of your other two cannot perform the task or communicate the character you need. For example, a script or display face can bring an additional level of interest that the serif and sans serif cannot accomplish.

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DETERMINING TYPE SIZE

The only way to determine an appropriate type size is to print it. Set a paragraph of body copy on a page. Print it at various sizes in half point increments. 12 point will most likely be too big.

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DETERMINING LEADING

Once you have determined the ideal type size for your chosen typeface, set that size in various paragraphs. Set the leading in half point increments. You are looking for a paragraph that does not look “dense”. Nor should it break apart into “stripes”.

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One Last Note...

HARD & SOFT RETURNS

Space between paragraphs can be controlled with settings in the Paragraph palette and using hard and soft returns.

First, determine ideal leading for the type and the type size.

Next, use the *Space Before* or *Space After* to adjust the spacing between paragraphs.

Begin with half of the leading and adjust from there.

A Hard Return (simply the Return key) moves the line of type to a new paragraph and adds extra space.

Soft Return (Shift + Return) keeps the line of type in the same paragraph and no extra space.

