

# GUIDE TO FONT ~ pairing ~

TIP ONE: PAIR ALL CAPS WITH A *Script*

BE KIND  
*always*

KG WHY YOU GOTTA BE SO MEAN  
KG ALWAYS A GOOD TIME

LOVE  
*everybody*

KG BLANK SPACE SKETCH  
KG EYES WIDE OPEN

*choose*  
JOY

JANDA STYLISH SCRIPT  
KG ONE MORE NIGHT

*give*  
GENEROUSLY

KG THE FIGHTER  
KG PART OF ME

PRACTICE  
*gratitude*

KG WAYS TO SAY GOODBYE  
KG MAKES YOU STRONGER

# GUIDE TO FONT PAIRING

TIP TWO

PAIR SKINNY &

CHUNKY

KINDNESS  
matters

KG SECOND CHANCES SKETCH  
KG CHANGE THIS HEART

LOVE  
never fails

KG THE LAST TIME  
KG I NEED A FONT

JOY every  
day

KG LET HER GO  
WAITING FOR THE SUNRISE

Life is  
beautiful

NEVER LET GO  
KG NEXT TO ME SOLID

ALWAYS BE  
GRATEFUL

KG SOMEBODY THAT  
I USED TO KNOW  
KG DEFYING GRAVITY

# GUIDE TO FONT pairing

Tip Three: Pair *fancy* & Simple

have a little  
PATIENCE

KG Thinking Out Loud  
KG Summer Sunshine

think  
positive thoughts

KG Call Me Maybe  
Janda Happy Day

give thanks

KG Lego House  
KG Only Hope

YOU ARE MY  
SUNSHINE

KG Part of Me  
KG Say Something

TEA & COFFEE

KG Two is Better Than One  
KG Happy

# guide to font PAIRING

TIP FOUR: PAIR THE lowercase WITH THE CAPITALS OF ONE FONT

LIVE joyfully

KG WAYS TO SAY GOODBYE

EVERY DAY  
is a gift

KG TWO IS BETTER  
THAN ONE

YOU ARE  
important

KG CHELSEA MARKET SCRIPT

EMBRACE hope

KG CALL ME MAYBE

CELEBRATE  
this life

JANDA QUIRKYGIRL

# Guide to Font Pairing

Tip Five: Pair different but similar styles

**BESTRONG**

KG Why You Gotta Be So Mean  
KG By The Grace of God

**BEHONEST**

KG Lego House  
KG Candy Cane Stripe

**BEFAITHFUL**

KG Let Her Go Outline  
KG Tangled Up In You

**becreative**

KG Next to Me Solid  
KG Next to Me Sketched

**bebrave**

KG Second Chances Solid  
KG Happy

**BESILLY**

KG Blank Space Solid  
KG Tribeca Stamp

**BEYOU**

KG Next to Me Solid  
KG Already Home

**besweet**

KG Second Chances Solid  
KG Broken Vessels Sketch

**BEAWESOME**

KG All of Me  
KG Defying Gravity

# guide to font pairing

## Tip Six: Mix Wide & Narrow

*change*  
IS GOOD

KG THE FIGHTER  
EAT MORE CHOCOLATE

*don't*  
be afraid to fail

KG CHANGE THIS HEART  
KG HOW MANY TIMES

**be afraid**  
to fail to try

KG THINKING OUT LOUD  
KG SKINNY LATTE

*breathe in*  
COURAGE

KG SEVEN SIXTEEN  
KG NO REGRETS SKETCH

*Exhale out*  
FEAR

KG EYES WIDE OPEN  
KG SOMETHING TO BELIEVE IN

# GUIDE TO FONT PAIRING

TIP SEVEN: PAIR **TALL & SHORT**  
(this works with almost every font combination)

YOU  
ARE MY PERSON

KG SHAKE IT OFF POPPED  
KG PART OF ME

my first & last  
LOVE

JANDA HAPPY DAY  
KG DANCING ON THE ROOFTOP

SWEET  
simplicity

KG DROPS OF JUPITER  
KG THINKING OUT LOUD

LIFE IS TOO  
SHORT  
TO WASTE IT  
COMPLAINING

KG NO REGRETS SOLID  
KG BEHIND THESE HAZEL EYES

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## ONE MINUTE FONT TIPS

do you ever get frustrated when your line spacing is all funky? a too big or too small space can make everything feel awkward.

Tighten it up or loosen it up by adjusting the **leading**—that is the fancy name for spacing between lines. Tutorials are linked below.



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## ONE MINUTE FONT TIPS

YOU ARE MY  
SUNSHINE

Getting just the right look sometimes requires you to **adjust the tracking** (spacing between a selected group of letters) to make everything work.

YOU ARE MY  
SUNSHINE

After typing this text, I wanted to space things out more in the YOU ARE MY section.

YOU ARE MY  
SUNSHINE

By adjust tracking, I was able to get the look I desired.

YOU ARE MY  
SUNSHINE  
YOU ARE MY  
SUNSHINE

You can adjust to make tracking tighter OR looser. Playing with this gives you tons of options in design.



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## How to Use Leading:

>>Powerpoint<<

>>Photoshop<<

>>PaintShop Pro<<

>>Keynote<<

>>Publisher<<

## How to Use Tracking:

>>Powerpoint<<

>>Photoshop<<

>>PaintShop Pro<<

>>Keynote<<

>>Publisher<<

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ONE MINUTE FONT TIPS

INCORRECT      CORRECT  
**BOUNCY FONTS**  
FIRST LETTER DROPPED      BOUNCES CORRECTLY

Using my ALL CAPS fonts?  
Type in ALL CAPS to keep things EVEN.

Lowercase letters are raised "UP"  
Alternate UPPER & lower for  
**BOUNCY LETTERS**

Examples:

**INCORRECT CORRECT CORRECT**

**INCORRECT CORRECT CORRECT**

**INCORRECT CORRECT CORRECT**



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