

TYPOGRAPHY BASICS

Good yearbook design goes beyond layouts and images. Good design includes the text (or typography) on a page. With hundreds of fonts to choose from, Pictavo really lets you get creative with your text to take your yearbook pages to a whole new level of cool. Combining fonts together can really make an impact - but depending on HOW you combine them, it can be a good impact...or...a not so pretty one.

That's why we love how Charlotte Katelyn simplifies the basics of typography in her visual chart, *The Art of Combining Fonts* and we've re-created it to the right for you using Pictavo fonts to give you clear examples. With hundreds of fonts that could potentially grace the pages of your yearbook, simply follow these basic typography tips to take your pages to the next level!

Using a serif font?

Combining it with a sans-serif font usually does the trick.

ITC Garamond
ITC Avant Garde

Using a sans-serif font?

Combining it with a serif font works as well.

Optima
Excelsior

Combining two

similar fonts is never a good idea.

Cooper
Aachen

CONTRAST

is essential.

Verve
Helvetica

STICK TO TWO FONTS

OR THREE IF YOU MUST
(BUT USE IT SPARINGLY)

Populaire
Kompakt
Century Gothic

DON'T MIX moods

Chrysolite
Candy Shoppe
Home Run

Combine fonts

of complementary moods

Freestyle
Verve

Keep it simple.

use different weights of fonts
in the same font family

Gill Sans (bold)
Gill Sans (regular)

COMBINE FONTS

of similar time eras

Parisian
Dorchester

LASTLY

try skipping the
overused fonts
and opt for some that are

UNIQUE

Eurostyle
Rockwell
Times New Roman
Shannon
LeHavre Sketch