PRIMARY MESSAGING WORDS
- use sparingly and only on most important word(s) in your layout
SUPPORTING WORDS
- use for less important, supporting words
- choose options that create the most contrast with chosen primary style(s)

side note: light and medium weights shown below, but don’t feel limited to only those!

ALL CAPS LIGHT WEIGHT + MEDIUM

Regular case light weight + medium

CONDENSED LIGHT WEIGHT + MEDIUM

EXPANDED LIGHT

AND

MEDIUM

simple script

**SERIF**

Tools:

- Regular caps
- Regular case
- Condensed
- Expanded
PAIRING STYLES

Choose styles that contrast one another based on:

- weight *(thickness of strokes)*
- scale *(size in relation to other lettering)*
- character *(style and personality of the letterforms)*

1. **inline**
   simple script

2. **fancy**
   expanded light

3. **brush**
   all caps light weight

4. **blocky**
   regular case light weight

FOR MORE, CHECK OUT: EVERY-TUESDAY.COM/LAYOUTS