

# FONT REFERENCE SHEET

## Font Styles

### 01. | DISPLAY FONT

A unique font with some personality and flair. Used to accent your other fonts.

### 02. | HEADINGS FONT

The most prominent line of text. Placed at the top of every section. It grabs your readers' attention and gets them to read the next line of text.

### 03. | SUB-HEADING FONT

Positioned beneath the headline, this supports the headline content.

### 04. | BODY FONT

Beneath the sub-headline, it's your paragraph body content. This font should be easy to read.

### 05. | BUTTON FONT

Usually in all caps and/or wide tracking style, this is often the paragraph font.

## Text Hierarchy

Your Headline goes here (18pt)

*Your Sub-Headline follows, here (14pt italic)*

Your body paragraph goes here. Your sentences should be concise and effective. Match the message in your readers' heads. Ideally you will keep them riveted and they'll continue reading onto the next section. (12 pt)

*Accent font is usually a script or other fancier font.*



# Layout Styles

## **Bold**

*Italic*

ALL UPPERCASE

all lowercase

Wide Tracking (More character spacing between letters)

Narrow Tracking (Less character spacing between letters)

**Google fonts** are free fonts that are recognized universally by computer and mobile devices, so they show up the same across all platforms. You can find them all [HERE](#).

Some of the most commonly used **serif** fonts in Google Fonts include Merriweather, EB Garamond, Libre Baskerville, Martel, and PT Serif. Some of the most popular **sans serif** fonts include Arial, Roboto, Montserrat, Lato, and Open Sans.

**Commercial fonts** are fonts that are professionally designed and owned fonts. You can buy the rights to use them on your website and/or in your ebooks, courses, pages, logos, and more. They are far more identifiable, fancy, and intricate and as such, they can be helpful when you want to visually showcase your brand's personality with typeface. Use commercial fonts to accent your website's basic, Google Font.

## **FONT RESOURCES**

You can find a plethora of gorgeous commercial fonts [HERE](#).

There's a secret alcove of commercial fonts on sale [HERE](#).

I love the bundles [HERE](#).

There are plenty of stunning handmade fonts [HERE](#).

See the work of some of my favorite font designers [HERE](#), [HERE](#), and [HERE](#).

