TYPOGRAPHY
guide.

www.rslmediahub.com

Why Typography Matters?

Typography isn't just about choosing fonts—it's about shaping how your **audience experiences** your content.

A **strong typography** system:

✓ Enhances readability & clarity
✓ Builds trust & brand recognition
✓ Guides the reader's eye effectively

The wrong typography? It confuses users and makes content hard to digest. Let's fix that.

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1. Choosing the Right Fonts

Font Categories & Their Purpose

- **Serif Fonts** → Timeless & professional *(Great for blogs, print, and formal branding)*
- **Sans-Serif Fonts** → Modern & clean *(Perfect for websites, tech brands, and digital products)*
- **Script Fonts** → Elegant & decorative *(Best for accents, branding, and luxury appeal)*
- **Display Fonts** → Bold & eye-catching *(Great for headlines & social media graphics)*

Best Font Pairings for Readability

- **Serif + Sans-Serif** → Playfair Display *(Serif)* & Montserrat *(Sans-Serif)*
- **Sans-Serif + Sans-Serif** → Lato & Open Sans *(Minimalist & easy to read)*
- **Bold Display + Clean Sans-Serif** → Bebas Neue & Roboto *(High contrast, modern look)*

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2. Typography Hierarchy

Your typography should <mark>*guide the reader naturally.*</mark>
Follow this structure:

- **Headings (H1, H2, H3)**
  - Large & bold to grab attention
  - Keep them short & to the point
  - Example: H1 → Montserrat Bold, 36px

- **Subheadings (H2, H3)**
  - Help readers scan content faster
  - Slightly smaller but still bold
  - Example: H2 → Poppins Semi-Bold, 28px

- **Body Text**
  - Keep it clean, readable, & concise
  - Stick to 16-20px for comfortable reading
  - Example: P → Open Sans Regular, 18px

- **CTA (Call-to-Action) Buttons**
  - Must stand out (bold & high contrast)
  - Keep text short: "Get Started" or "Learn More"
  - Example: Bebas Neue Bold, 20px

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3. Best Practices

✓ Stick to 2-3 fonts max → **Too many fonts = *clutter***

✓ Use left alignment → **Natural reading flow**

✓ Break text into short paragraphs → **Improves readability**

✓ Use whitespace wisely → **Helps content breathe**

✓ Make CTA buttons pop → **Bold, contrasting colors**

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4. Our Recommended Fonts

For a modern, high-converting look, we suggest:

✓ **Headings:** Montserrat Bold

✓ **Subheadings:** Poppins Semi-Bold

✓ **Body Text:** Open Sans Regular

✓ **CTA Buttons:** Bebas Neue (strong impact)

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5. Free Font Resources

→ **Google Fonts:** <u>fonts.google.com</u> *(Free & easy to use)*

→ **Font Pairing Tool:** <u>fontpair.co</u> *(Find perfect combos)*

→ **Adobe Font Library:** <u>fonts.adobe.com</u> *(For creatives)*

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