

PAIRING FONTS: A MATCHING EXERCISE

Ready to test your knowledge of fonts? Pair up the fonts below by matching each font in the left column with one font from the right column. You can draw a line from one font to the other, or, to help yourself decide, use the dashed lines to cut the font samples on the right and place them next to the fonts on the left. Remember, if there isn't enough visual contrast, there is visual conflict.
(Hint: this means that typically a sans-serif works best with a serif or a slab serif.)

Aa

Font: Garamond
Classification: Serif

Aa

Font: Oswald
Classification: Sans Serif

Aa

Font: Sofia Pro
Classification: Sans Serif

Aa

Font: Geared Slab
Classification: Slab Serif

Aa

Font: Mission Gothic
Classification: Sans Serif

Aa

Font: Majesti Banner
Classification: Serif

Aa

Font: Questa Sans
Classification: Sans Serif

Aa

Font: Aleo
Classification: Slab Serif

Garamond + Questa Sans; Oswald + Aleo; Sofia Pro + Majesti Banner; Geared Slab + Mission Gothic

ANSWER KEY