

4-Step Font Pairing Checklist

Run every serious font pairing through these four checks before you lock it in.

☐ **1. Check contrast**

Confirm the two fonts differ in at least one clear way: shape, weight, or width. If you can't describe the difference in one sentence, the pairing is too similar.

☐ **2. Check spacing**

Make sure each font has enough breathing room. Tight letter-spacing on a script, or no margin around a bold headline, makes even a good pairing look cramped.

☐ **3. Check scale**

Test the pairing at the smallest size it will actually appear, such as a business card, a mobile screen, or a product label, not just on a full-screen mockup.

☐ **4. Check legibility**

Read the pairing out loud at the size it will ship at, without knowing what it says in advance. If you stumble, a customer will too.