

— a few tips on how to —

# MIX & MATCH

## YOUR FONTS

>>> number one: OPPOSITES ATTRACT <<<

SERIF + sans serif

**BIG AND FAT**

VS  
SMALL  
AND  
THIN

SIMPLE & elaborate

UPPERCASE  
lowercase

Etc... etc... etc...

#2

KERNING

K E R N I N G

{ Kerning = the adjustment of space between letters. Playwithit!  
It's a great way to make fonts look similar in size. }

number three:

LIMIT  
**2-3**  
FONTS

#4

## THE DETAILS

Need to be simple & indistinctive, so people can read them! Keep your event title fun & eye-catching, but things like date, time, location, & registration information ought to be in a simple to read font & color, like this!

on your flyers

NUMBER FIVE: DON'T be cutesy or try to be "cool" with fonts, but DO try to find theme-specific fonts. It's all about branding! When marketing to teens, remember, it's not about what YOU like, but what THEY like.



HUNGER GAMES THE MORTAL INSTRUMENTS twilight

DOCTOR WHO MINECRAFT Harry Potter LORD OF THE RINGS



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teen read week

SUMMER READING