Quick Reference:
Pairing Typefaces

Communication Design
COMD1127 Type & Media

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Headings/ Logotype

Avoid pairing typefaces that are too similar:

lightbulb

Arial and Avenir

Avoid same classification.
These are too similar in terms of classification and contrast.

lightbulb

Garamond and Palatino

Avoid same classification.
These are too similar in terms of classification and contrast

lightBULB

Bradley Hand and Herculanum

These are too similar in terms of style and mood.

Headings/ Logos

Better solutions:

lightbulb

Garamond and Avenir

Different classifications and weight

light*bulb*

Rockwell and Alkaline

Different classifications, weight and overall mood

lightbulb

Avenir Black and Avenir Light

Same typeface different font (i.e. variation in weight)

Headings and Body Copy

Heading

NEM RENTIS REMOLORPOS EST, INCTIANTIA ARUNTEM VITATIUR? Tureptin errum hic tem nullorp oresci totatecta voluptat dit, sequi consequas eossequam etusaeruptia quos moloribus debis etus commolo reictur, ut landunt uribus acerio in conse arum eium alis esedis dem quiamus-dam volori sendus, sust moluptusae dis ad ut voluptas est, volent ommodi quata con non-sequost liae volore ventia suntur? Uptatem ius dia volore, si simossi molorum fugiamendis rem doluptatecum ulpa et reperci llorem. Lesciis et exces modita cusae nis aut landae nonsed utendis sunt.

Do not choose typefaces that are similar to each other

BAD
Times and Garamond

Heading

NEM RENTIS REMOLORPOS EST, INCTIANTIA ARUNTEM VITATIUR? Tureptin er-rum hic tem nullorp oresci totatecta voluptat dit, sequi consequas eo-ssequam etusaeruptia quos moloribus debis etus commolo reictur, ut landunt uribus acerio in conse arum eium alis ese-dis dem quiamusdam volori sendus, sust moluptusae dis ad ut voluptas est, volent ommodi quata con nonsequost liae volore ventia suntur? Uptatem ius dia volo-re, si simossi molorum fugiamendis rem doluptatecum ulpa et reperci llorem. Lesciis et exces modita cusae nis aut landae nonsed utendis sunt.

These kind of pairings do not make much sense and give typographic redundancy.

BAD
Open Sans and Roboto

Heading

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Instead make choices that will allow for better overall visual contrast. For example use a serif with a sans serif combination.

GOOD
Roboto and Garamond

Big families allow for variations in type too.
Roboto Bold, Roboto Condensed,
Garamond Regular, Garamond Iitalic