



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM DESIGN A STUNNING BRAND
WITH AI

The Font Pairing Sheet

The AI pairing prompt, the 'Google Fonts decides' verification gate, and five starter pairings by vibe.

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The Font Pairing Sheet

Everything you need to land a professional font pairing — the one rule, five can't-go-wrong starters, the AI prompt, and the gate that keeps you honest.

The one rule that does all the work

One font carries personality, the other carries readability. Your heading font gets character; your body font just has to be easy to read for paragraphs. What makes a pairing feel *designed* is **contrast** between the two — a serif heading over a sans body, or a distinctive display over a plain workhorse.

Stay on **Google Fonts** (fonts.google.com) the whole time: free forever, and the font *names* are exactly what a website build needs.

Five can't-go-wrong starters

Pick one by vibe and you've already landed a genuinely professional result. Heading first, body second — every font free on Google Fonts.

Vibe	Heading	Body	Built for
Professional / trustworthy	Poppins SemiBold	Inter Regular	Consultants, finance, B2B
Warm / friendly	Fraunces Medium	Nunito Sans Regular	Wellness, local service, coaching
Modern / minimal	Space Grotesk Medium	Inter Regular	Tech, SaaS, design-forward
Bold / energetic	Archivo Black	Roboto Regular	Fitness, food trucks, events
Elegant / premium	Playfair Display	Lato Regular	Weddings, boutique, luxury

The AI pairing prompt

Feed it your brand, then ask for five pairings with reasons:

You are a brand typographer. Recommend font pairings for my brand.

MY BRAND (from my strategy doc):

- What we do: [one line]
- Who it's for: [target audience]
- Brand personality / vibe: [e.g. warm, trustworthy, modern, premium – 3–5 words]
- Brand colors (hex): [#_____, #_____]
- Logo: [attach the image, OR describe it: e.g. "clean geometric wordmark"]

TASK:

Give me exactly 5 heading + body font PAIRINGS.

HARD RULES:

- Every font MUST be a free Google Font available right now at fonts.google.com.
Do NOT suggest Adobe Fonts, premium fonts, system fonts, or anything not on Google Fonts. If you are not 100% sure a font is on Google Fonts, do not list it.
- Pair a HEADING font with a BODY font that is highly readable at small sizes.
- Aim for clear contrast between the two (e.g. serif heading + sans body, or a distinctive display heading + a neutral workhorse body).

FOR EACH PAIRING, give me:

1. Heading font (exact Google Fonts name) + recommended weight
2. Body font (exact Google Fonts name) + recommended weight
3. One sentence: why this fits MY brand's vibe and audience specifically (not generic praise).

Rank them 1–5 from safest/most on-brand to boldest. Be honest, not flattering.

The verification gate: the AI suggests, Google Fonts decides

For **every** font the AI names, go to **fonts.google.com** and search the exact name:

- **It appears** as a real font family you can open and preview → keep it.
- **No match** → the AI invented or misremembered it. Discard, or ask for a fix.

Only pairings where **both** fonts pass the search earn a spot on your shortlist.

If a font isn't on Google Fonts:

[Font X] isn't on Google Fonts – give me the closest free Google Fonts alternative and confirm it's live on fonts.google.com.

Force the decision (down to two)

Here are my two finalist font pairings for a [business type] brand: [Pairing A] and [Pairing B]. You must choose one as the better fit and explain why in plain terms – readability of the body text, personality of the headings, and whether they feel like they belong together. Then tell me the one situation where the pairing you rejected would actually have been the better call.

The real deliverable is two names. For the website build you don't need to install anything — you need the **two exact font names** (e.g. "Playfair Display" and "Lato"). Record them in [fonts-and-links.txt](#).

Evolv Strategies — Design a Stunning Brand with AI



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THE NEXT STEP

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