Perfect Font Pairings

fy{T}i PERFECT PAIRINGS | NO. 017 / 100

Guzzo™

FOUNDRY	DESIGNER	CLASSIFICATION
Monotype	Jim Ford	Sans Serif Grotesque

ABOUT THE FAMILY

- According to Ford, “I was going for informality with a formal type system. What would a grotesque sans look like if it were being mocked by a cartoonist? I see Guzzo as a signage typeface in an animated world, one that can be squeezed and stretched to fit. With a character that is never too serious.”
- Ford thinks italic sans serif fonts are pretty much useless, so made Guzzo’s blatantly different from the Roman design. A backwards slant? Sure, why not?

FAMILY

Aa

All Day Breakfast
SHRIMP & GRITS
BURGERS·SHAKES·DOGS
FOLLOW HIGHWAY 61
chrome & rock ‘n’ roll

WHAT TO LOOK FOR IN FONTS THAT PAIR WELL WITH GUZZO

- Ford’s choices for Guzzo are Alfie™, Beefcakes™ or Ernie™. Clearly, this would net lively typography.
- Other considerations would be slab serifs like Rockwell® Nova and Soho®. The soft friendly shapes of ITC Souvenir® would contrast with Guzzo’s sharply defined forms, while a hefty cursive like hefty cursive like Modern Love will stand up to Guzzo’s visual antics.
- Avoid most sans serif fonts; however, some, like Frutiger® Next or Palatino® Sans, can pair well with Guzzo, provided the weights of the two typefaces differ significantly.

GUZZO PAIRING WITH DISPLAY FONTS

Soho®

Guzzo

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

ITC Souvenir®

Guzzo

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

Modern Love

Guzzo

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

GUZZO PAIRING WITH TEXT FONTS

Guzzo

ITC Souvenir®

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

Guzzo

Rockwell Nova®

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

Guzzo

Palatino® Nova

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

MyFonts by Monotype

The MyFonts store from Monotype offers more than 350,000+ desktop and Web font products for you to preview, purchase and download. You can also learn about new typeface releases and discover typographic tips and techniques.