



WEB DESIGN GUIDE

FONTS



GRAPHIC
DESIGN

SOCIAL
MEDIA

WEB
DESIGN

BUILDING BRAND AWARENESS FOR BUSINESS

STEP 1:

CHOOSE YOUR GO-TO PAIRING

Do the legwork now to save yourself time in the future! Choose your core H2 and H3 fonts now that you will use consistently in your clients designs.

P.S. Need a quick visual of all your options in one place? I've gone ahead and grouped them all into their appropriate font-type categories below to make pairing and comparing a cinch!

STEP 2:

CHOOSE YOUR UNIQUE ADD-ON FONT

Now that you have your go-to core pairing, you'll have just one font to be choosing for each new project on the books – your H1! You'll rarely be using this Heading 1 font for actual sentences, so this is a good time to let your creativity run wild! (*Still has to be readable, though just FYI!*)

Keep this font reference guide handy on your desktop so you can quickly reference it every time you come to the point in your design process when you need to look for that one unique font to add to the mix to totally set off your client's design!

STEP 3:

SEARCH YOUR FAV FONTS IN THE LIST

Already have a font in mind but want to make sure it's available in both Squarespace AND Canva, so your designs are all consistent across the board?

At the end of this doc, you'll find a searchable A-Z list of all the fonts found in both softwares!

Just hit Command+F (*that's CTRL+F for my non-Mac users*) and type in the name of the found you hope to use.

Not on the list? Before you run out and purchase any font packs. why not double check the visual font guide on the next page to see if there's something super similar feeling substitute!



VISUAL GUIDE TO *serif* FONTS

Abril Fatface

ALICE

Alike

Arapey

Arima Madurai

Bree Serif

Buenard

Belgrano

Bentham

Bitter

Cardo

CINZEL

Corban

Cormorant Garamond

CORMORANT SC

Coustard

Crimson

Cutive

Droid Serif

Eczar

Forum

Glass Antiqua

Glegoo

Gilda Display

IBX Plex Serif

Josefin Slab

Karma

Kurale

Lora

Lustria

Maiden Orange

Maitree



VISUAL GUIDE TO *serif* FONTS

Marcellus

Martel

Merriweather

Nixie One

Noticia Text

Noto Serif

Old Standard

Oranienbaum

Ovo

Playfair Display

PLAYFAIR DISPLAY SC

Podkova

Prata

PT Serif

Quando

Quattrocento

Radley

Rasa

Roboto Slab

Rokkit

Rufina

Sahitya

Sanchez

Sorts Mill Goudy

Suranna

Trocchi

Trochut

Unna

Vidaloka

Volkhorn

Serif fonts are best paired with fonts from other families (because having purely Serif fonts in your brand can get overwhelming and busy looking real quick!)

If just choosing 1 Serif font is feeling bland to you, try playing around with bolding, italicizing or coloring of your Serif fonts. That can be enough to add variety to your brand.



VISUAL GUIDE TO *sans serif* FONTS

ABeeZee	Didact Gothic
Advent Pro	Dosis
Aileron	Exo
Alegreya	Fira Sans
Amiko	Gruppo
Andika	Heebo
Arimo	IBX Plex Sans
Asap	Josefin Sans
Assistant	JULIUS SANS ONE
Belleza	Jura
Cabin	Laila
Cairo	Mallanna
Chathura	Martel Sans
Comfortaa Light	Mav Pro

Sans Serif fonts are the go-to choice if you want your brand vibe to feel modern, clean, and very with- the-times. Often times, brands choose a font from the Serif family, one from the Sans Serif family and one from script or display fonts too. To go for an ultra-modern brand vibe however, use only Sans Serif fonts.

Just picking 1 or 2 and then varying upper/lower case, bolding or color can be enough to have variety within your fonts and make certain headings stand out from a page full of text, while still only using Sans Serif fonts to get your ultra-modern vibe.



VISUAL GUIDE TO *sans serif* FONTS

Merriweather Sans

Michroma

Monda

Montserrat

Muli

News Cycle

Noto Sans

Nunito

Open Sans

PT sans

Questrial

Quicksand

Rajdhani

Raleway

Roboto

Ropa Sans

Rasa

Scope one

Arimo

Signika

Source Sans Pro

Tensor Sans

Titillium Web

Ubuntu

Varela Round

Yannone Kaffeeestaz



VISUAL GUIDE TO *display* FONTS

Alfa Slab One

Allerta Stencil

Amaranth

AMATIC SC

Anton

Architects Daughter

Archivo Black

Arbutus Slab

Asset

Atma

Athiti

Baloo

BEBAS NEUE

BANGERS

Berkshire Swash

Bevan

Black Ops One

Bungee

BUNGEE OUTLINE

BUNGEE OUTLINE

Cabin Sketch

Cagliostro

Candal

Cantara One

Capriola

Carter One

Caveat Brush

Chango

Chau Philomene

Chewy

Coiny

Coming Soon

Contrail One

CRUSHED

Cuprum

Dekko



VISUAL GUIDE TO *display* FONTS

DIPLOMATA

Emblema One

Erica One

FARMHAND SANS

Francois One

Freckle Face

Fredoka One

Gloria Hallelujah

Gochi Hand

GRADUATE

Hammersmith One

Just Another Hand

Kalam

Kavoon

Kite One

Kumar One

Kumar One Outline

Lalezar

Limelight

Londrina Shadow

Londrina Sketch

Londrina Solid

LUCKIEST GUY

MEGRIM

Mirza

Mogra

MOKOKO

Oregano

Oswald

Passion One

Pathway Gothic One

PERMANENT MARKER

Racing Sans One

Rakkas

Raleway Dots

Ramabhadra



VISUAL GUIDE TO *display* FONTS

Ribeye

Rozha One

RUBIK MONO

Rubik One

SIGMAR ONE

SIX CAPS

Sniglet

SPECIAL ELITE

Squada One

Sriracha

Stardos Stencil

Sue Ellen Francisco

Suez one

Ultra

Underdog

Vampira One

Vast Shadow

WALLTER TURNCOAT

Wellfleet

Yara One

Yeseva One

Display fonts are another way to add character – but are very different from script fonts.

Depending on the display font you choose, you could get a look that feels very cultural, down-to-earth, collegiate, etc.

Display fonts are another type where you just want to sprinkle them in sparingly here and there to add a certain vibe to your brand, but are not ideal for whole paragraphs of text. Add a display font to your more basic Serif or Sans Serif font choices to add a hint of character to your brand.



VISUAL GUIDE TO *monospace* FONTS

Alef

IBX Plex Mono

Anonymous Pro

Roboto Mono

Courier Prime

Space Mono

Monospaced fonts are simply fonts that have letters that are spaced evenly apart, no matter the width of the letter. So the 'i' will take up the same amount of space as something wider like an 'm'.

Usually, monospace is reserved for use in coding, something that goes on behind the scenes, but can be applied stylistically to give a super-techy feel to a site design if that's the client's vibe.

VISUAL GUIDE TO *script* FONTS

Script fonts add character!

If you're going for an old-world, or classic or even down-to-earth-I-wrote-this-text-myself type feel for your brand, you want to reach for a script font.

But be very selective in its use. Use it for a word here or there or a sentence fragment. Maybeee a line of text.

But definitely stop short of using a script font for any long paragraphs of text, they're often simply too hard to read.

Think of Script fonts like diamonds. They add a touch of elegance here and there, but overdo them, and things will start to look try-hard and cheap quick.



VISUAL GUIDE TO *script* FONTS

Allura

Bad Script

Caveat

Chicken Script

Courgette

Crafty Girls

Dancing Script

Dr Sugiyama

Euphoria Script

Give You Glory

Grand Hotel

Great Vibes

Hero Van Muellerhoff

Homemade Apple

Kaushan Script

Lobster

Lobster Two

March Script

Mr Daboe

Niconne

Oleo Script

Over The Rainbow

Pacifico

Parisienne

Pinyon Script

Quintessential

Redressed

Sacramento

Satisfy

Tangerine

Yellowtail

Yesteryear

A-Z FONT MASTERLIST

A

ABeeZee
Abril Fatface
Advent
Pro Aileron
Alef
Alegreya
Alfa Slab One
Alice Alike
Allerta Stencil
Allura
Amaranth
Amatic SC
Amiko
Andika
Anonymous Pro
Antic
Antic Didone
Anton
Arapey
Arbutus Slab
Architects Daughter
Archivo Black
Arima Madurai
Arimo
Arvo
Asap
Asset
Assistant
Athiti
Atma

B

Bad Script
Balloo
Bangers
Bebas Neue
Belgrano
Belleza
Bentham
Berkshire Swash
Bevan

B

Bitter
Black Ops
One Bree
Serif Buenard
Bungee
Bungee Outline
Bungee Shade

C

Cabin
Cabin Sketch
Cagliostro
Cairo
Candal
Cantara One
Capriola
Cardo
Carter One
Caveat
Caveat Brush
Chango
Chathura
Chau
Philomene
Chewy
Chicken Script
Cinzel
Coiny
Comfortaa
Light Coming
Soon Contrail
One Corban
Cormorant
Garamond
Cormorant SC
Courgette
Courier Prime
Coustard
Crafty Girls
Crimson
Crushed
Cuprum
Cutive

D

Dancing Script
Dekko
Didact Gothic
Diplomata SC
Dosis
Dr Sugiyama
Droid Serif
Duru Sans

E

Eczar
Emblema One
Erica One
Euphoria Script
Exo

F

Farmhand Sans
Farsan
Fascinate
Fascinate Inline
Fira Sans
Forum
Francois One
Freckle Face
Fredoka One

G

Gilda Display
Give You Glory
Glass Antiqua
Glegoo
Gloria Hallelujah
Gochi Hand
Graduate
Grand Hotel
Great Vibes
Gruppo

H

Hammersmith One
Heebo
Hero Van Muellerhoff
Homemade Apple

I

IBX Plex Mono
IBX Plex Sans
IBX Plex Serif

J

Josefin Sans
Josefin Slab
Julius Sans One
Jura
Just Another Hand

K

Kalam
Karma
Kaushan Script
Kavoon
Kite One
Kumar One
Kumar One Outline
Kurale

L

Laila
Lalezar
Lancelot
Lato
League Gothic
League Script
Ledger
Lekton
Lemonada
Liberation Sans



A-Z FONT MASTERLIST

L

Libre Baskerville
Libre Franklin
Life Savers
Lilita One
Limelight
Lobster
Lobster Two
Londrina Shadow
Londrina Sketch
Londrina Solid
Lora
Luckiest Guy
Lustria

M

Maiden Orange
Maitree
Mallanna
Marcellus
March Script
Martel
Martel Sans
Mav Pro
Megrin
Merriweather
Merriweather Sans
Michroma
Mirza
Mogra
Mokoko
Monda
Montserrat
Mr Dafoe
Muli

N

News Cycle
Niconne
Nixie One
Noticia Text
Noto Sans
Noto Serif
Nunito

O

Old Standard
Oleo Script
Open Sans
Oranienbaum
Oregano
Oswald
Over The
Rainbow Ovo

P

Pacifico
Parisienne
Passion One
Pathway Gothic One
Permanent Marker
Pinyon Script
Playfair Display
Playfair Display SC
Podkova
Prata
PT Sans
PT Serif

Q

Quando
Quattrocento
Questrial
Quicksand
Quintessential

R

Racing Sans
One Radley
Rajdhani
Rakkas
Raleway
Raleway Dots
Ramabhadra
Rasa
Redressed
Ribeye
Roboto
Roboto Mono
Roboto Slab
Rokkit
Ropa Sans
Rozha One
Rubik Mono
Rubik One
Rufina

S

Sacramento
Sahitya
Sanchez
Satisfy
Scope One
Sigmar One
Signika
Six Caps
Sniglet
Sorts Mill Goudy
Source Sans Pro
Space Mono
Special Elite
Squada One
Sriracha
Stardos Stencil
Sue Ellen Francisco
Suez one
Suranna

T

Tangerine
Tensor Sans
Titillium Web
Trocchi
Trochut

U

Ubuntu
Ultra
Underdog
Unna

V

Vampira One
Varela Round
Vast Shadow
Vidaloka
Volkhorn

W

Wallter Turncoat
Wellfleet

X

Josefin Slab
Julius Sans One
Jura
Just Another Hand

Y

Yannone Kaffeestaz
Yara One
Yellowtail
Yeseva One
Yesteryear

