

All about fonts

- Use font families that offer a variety of weights whenever possible.
- The font family you choose should convey the atmosphere you are trying to create with the design.
- Sans-serif fonts have a clean aesthetic and are a good choice for tech websites.
- Serif fonts are elegant and work well on vintage sites, upscale and luxury company websites, and even blogs.
- Script refers to a typeface that is elegant and calligraphic, usually handwritten.

Google fonts (Free)

The screenshot shows the Google Fonts interface. At the top, there's a search bar and filter options for categories, language, and font properties. Below this, a list of font families is displayed. Three specific fonts are highlighted with large sample text overlays:

- Roboto** by Christian Robertson, 12 styles. Sample text: **Use font families that offer a variety**.
- Poppins** by Indian Type Foundry, Jonny Pinhorn, 18 styles. Sample text: **Use font families that offer a variety**.
- Roboto Serif** by Commercial Type, Greg Gazdowicz. Sample text: **Use font families that offer a variety**.

Adobe fonts (Paid)

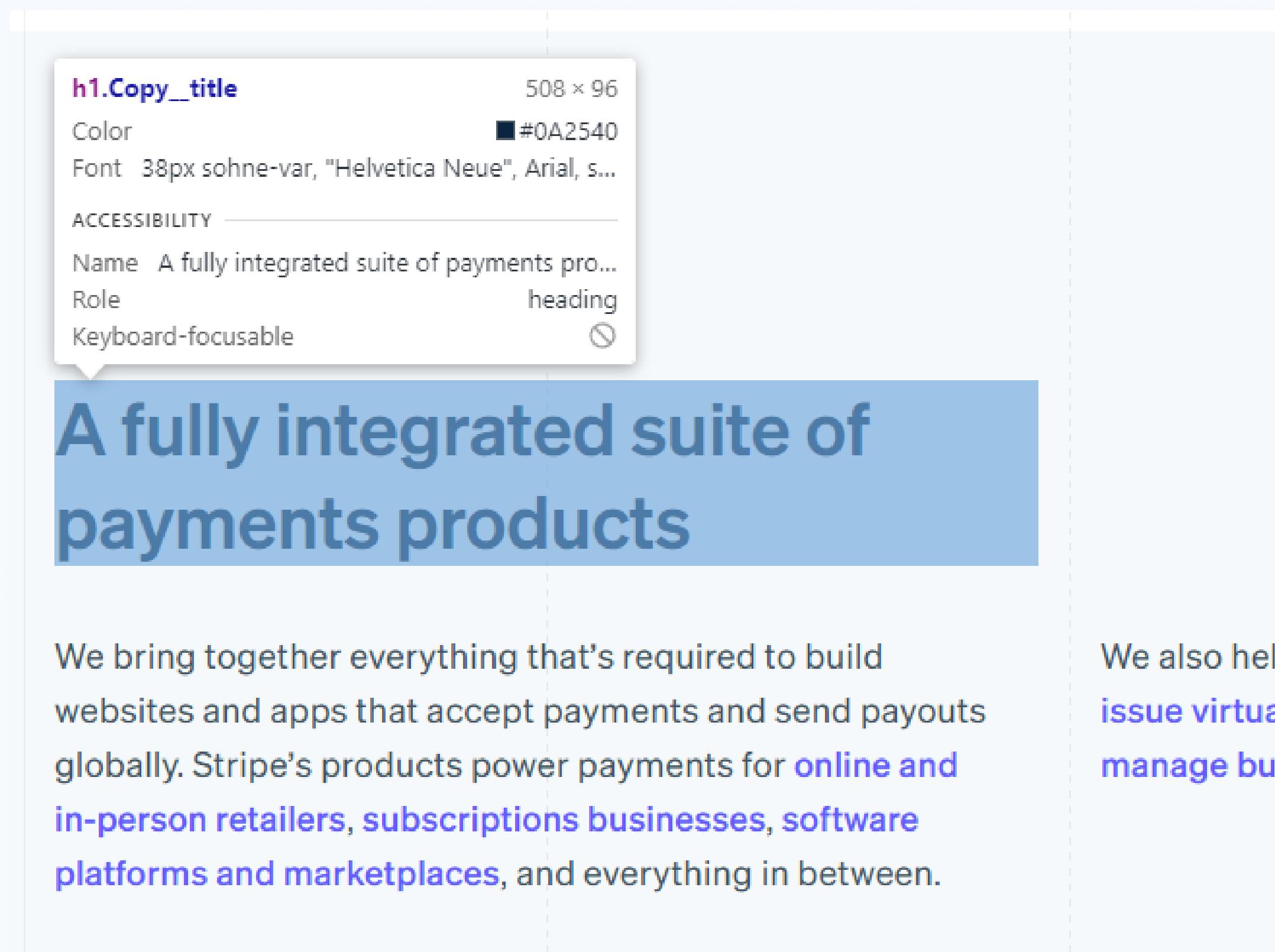
The screenshot shows the Adobe Fonts interface. At the top, there's a navigation bar with links like Home, All fonts, Recommendations, Font packs, Foundries, and About. Below this, there are filter options for languages and writing systems, and a grid of tags including Calligraphic, Clean, Brush Pen, Geometric, Funky, ART DECO, Friendly, Rounded, Cursive, Luxury, ROUGH, FUN, Futuristic, and Marker. A search bar at the bottom has the text "Use font families that offer a variety of weights".

Sample Text

Use font families that offer a variety of weights

How to identify a font

In any browser press **F12** or **CTRL+shift+I**, and then hover your mouse pointer over the text for detailed information.



My fonts

Use this website to identify a font.

A screenshot of the MyFonts website. The top navigation bar includes 'All fonts ▾', a search bar ('Search over 130,000 fonts...and counting!'), 'Search' button, 'For Enterprise →', 'Sign in ▾', and other links. Below the navigation is a menu with categories: 'Hot New Fonts', 'Best Sellers', 'Whats New', 'Special Offers', 'Bundles', 'WhatTheFont ▾', and 'Learn ▾'. A 'DISPLAY' tab is highlighted. On the left, there is a 'Browse Fonts by category' section with tabs for 'Sans Serif', 'Slab Serif', 'Serif', 'DISPLAY', and 'HANDWRITTEN'. The main area features the text 'WhatTheFont' and 'Instant font identification powered by the world's largest collection of fonts.' It includes instructions: '1 Upload Image', '2 Select a crop box', '3 See results'. A dashed box is overlaid on the page, and the text 'Drop an image here to identify the fonts!' and 'or click here to upload an image' is visible. The MyFonts logo is at the bottom right.

Mixing fonts

Beginners should avoid font pairings and choose a font family with a variety of weights.

One typeface

Sofia Pro bold

Sofia Pro regular Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam at.

Sans serif + serif

Serif + sans serif

Sans serif + sans serif

Serif + serif

Nunito

Lora regular Lorem ipsum dolor sit amet, consectetur adipiscing elit.

INTEGRAL CF

Sofia Pro regular Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam at.

Lora bold

Lora regular Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Playfair Display Extrabold

Poppins regular Lorem ipsum dolor sit amet, consectetur adipiscing elit.

CINZEL

Lora regular Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Focus on legible

1. Font size

There is no ideal font size because different font families have different legibility.

 Not appropriate

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur venenatis est ac est euismod convallis. Nullam et iaculis lorem. Nam sed lorem sed nunc vestibulum sodales. Quisque sit amet venenatis neque. Mauris a lacus aliquam dui consequat iaculis. Integer ac urna vel orci auctor aliquet sit amet a lectus.

 Appropriate

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur venenatis est ac est euismod convallis. Nullam et iaculis lorem. Nam sed lorem sed nunc vestibulum sodales.

2. Line-height

To get an appropriate line height, multiply the font size of your body text by 1.5

 Not appropriate

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur venenatis est ac est euismod convallis. Nullam et iaculis lorem. Nam sed lorem sed nunc vestibulum sodales.

 Appropriate

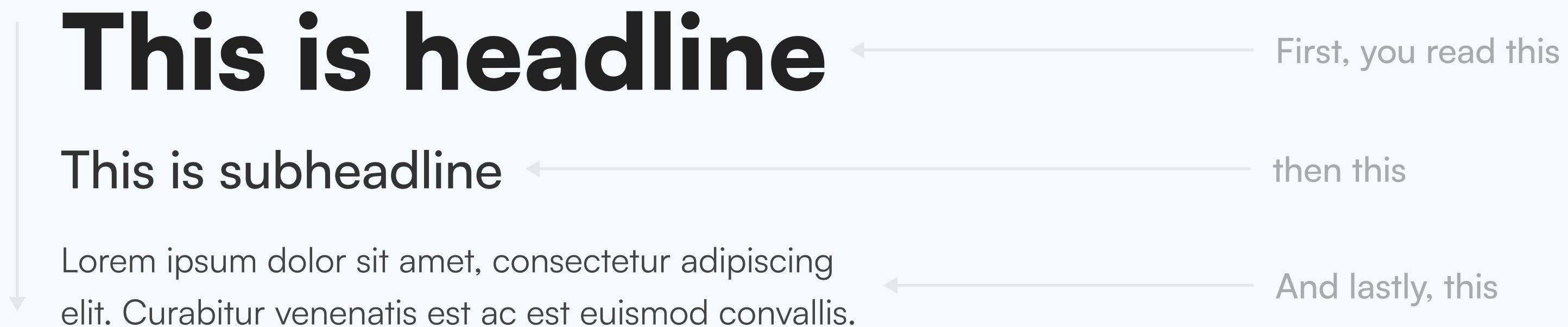
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur venenatis est ac est euismod convallis. Nullam et iaculis lorem. Nam sed lorem sed nunc vestibulum sodales.

Working with Paragraph text

- It is best to keep paragraphs to two or three lines as the copy grows larger.
- Do not hyphenate text, since it makes the text fields appear smaller and closer together.
- You can either left-align the text without hyphenating it or justify it on the left side.
- Avoid justify all.
- Ideally, center align should be used only for hero areas copy or testimonials.



Typography hierarchy



- Using typographical hierarchy allows you to organize the information in your design seamlessly. This will improve user experience since the user can navigate around and find what he's looking for quite easily.
- Whenever you design anything, you should always make sure your text size is consistent. So, the best way is to set a type scale and adhere to it strictly.
- For a modern look, avoid using drop shadows on your text.
- You should never rasterize your text layers.

Type scale example

h1 - heading

Satoshi black | 56px

h2 - subheading

Satoshi black | 42px

h3 - card heading

Satoshi bold | 36px

h4 - data heading

Satoshi regular | 24px

H5 - AXIS LABELS: TILE HEADER

Satoshi regular | 16px

body

Satoshi regular | 18px