Webflow   Contact sales   ☰

11 best fonts for web design

Choosing the right font is vital for great web design. These 11 popular fonts are loved by designers because they balance visual impact and versatility.

Unleash your creativity on the web

Build completely custom, production-ready websites — or ultra-high-fidelity prototypes — without writing a line of code. Only with Webflow.

Get started for free ↗

WRITTEN BY

Webflow Team

Made in Webflow

Font choice is a crucial detail that can make or break your web design.

From traditional serifs to creative scripts, choosing great font pairs is essential for every project. But with so many options out there, who can say which fonts are best suited to pack a visual punch?
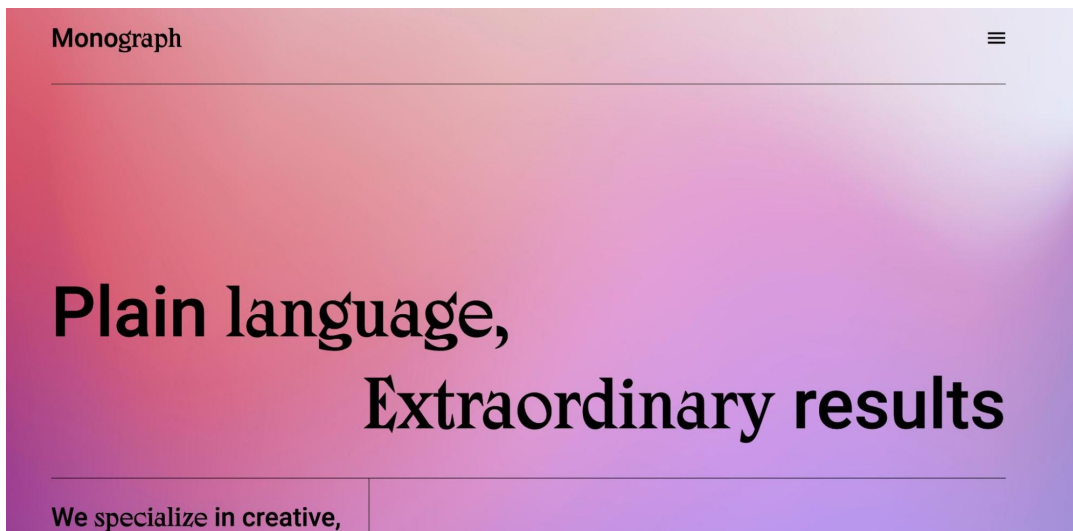
To help determine some of the very best fonts for web design, we dug into the font choices of

Webflow users over the past several years. We discovered 11 different fonts that hung out at the top of the charts year after year.

Get to know some of the best fonts for web design

Roboto (+ Condensed and Slab)

Roboto is an incredibly popular font choice for web designers, so it's no surprise that basic, sans serif Roboto as well as the Condensed and Slab variations have been frontrunners for Webflow users for the past few years.
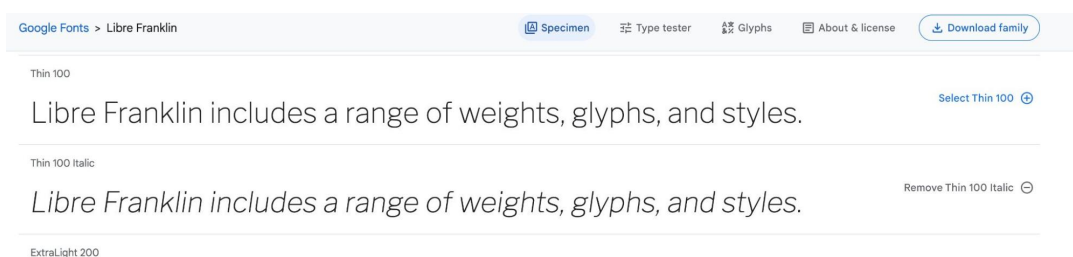

Monograph pairs sans serif Roboto with a custom serif font.

The Roboto font family offers a wide range of variation in weights, widths and styles — making it a versatile choice for website design. The condensed versions provide more space efficiency, while the slab versions provide a serif option to pair with the classic Roboto.

Roboto has excellent character support for many major writing systems, including Latin Extended (for all European languages), Cyrillic (Russian/Bulgarian/Ukrainian etc.), Greek and Hebrew alphabets amongst others, making it perfect for multilingual websites.

Libre Franklin

Libre Franklin is a modern and versatile web font that brings classic American typeface aesthetics to the internet. It's a common choice for multilingual websites because it supports both Latin-based languages and non-Latin languages like Greek, Cyrillic, and Arabic.

This digitally-optimized font was built with OpenType features like small caps, ligatures, fractions formatters, and other stylistic alternatives. This ensures that the font remains crisp and clear regardless of screen size or how far viewers are zoomed in or out. And with more than 700 glyphs and three different weights, Libre Franklin gives designers plenty of options for typographic design.

Raleway

Raleway is a san serif font with open letterforms that make it easy to read on screens. Thanks to the various weights, widths, and stylistic alternatives — including swashes, ligatures, fractions, old-style numerals, arrows, and circled letters — designers have a lot of options to work with when designing with this classic font.

Both Windows and Mac operating systems support Raleway. It's also available on Google Fonts, making it one of the best fonts for web design because designers can access the font without having to worry about licensing or downloading any files. In Webflow, you can add Google Fonts directly to your project.
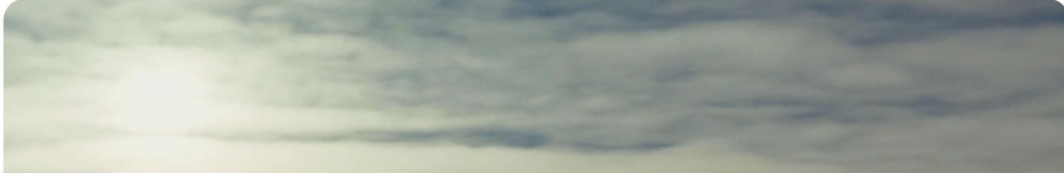
Inter

Inter was specifically designed for screens and user interfaces. Because it's a variable font, Inter works especially well in responsive designs because it can easily adapt to different screen sizes and resolutions — ensuring that your content is always easy to read on all devices including small screens.

Work   Services   Careers   Contact

O0 is a full-stack cloud design studio

O0 Design uses Inter for menu items and body text

Inter features a range of stylistic alternatives which allow designers to add subtle nuances to their typography. And because Inter is an open-source project, designers have the option to customize it to suit their specific needs.

Source Sans Pro

Source Sans Pro is one of the best fonts for web design because it was specifically designed for maximum legibility and readability on the web. This sans serif font has clear and concise letterforms that make it skimmable. Generous spacing also helps Source Sans Pro stand out against busy backgrounds or images on webpages.

Source

The character set of Source Sans Pro covers over 200 languages and variations like Cyrillic, Greek, and Vietnamese — making it ideal for multi-language and international websites. Plus, this typeface has been designed with anti-aliasing technology — a technique used to improve the appearance of fonts on digital displays — which makes it look great even on low resolution screens.

Poppins

Poppins is a sans serif font that can handle characters from Latin alphabets and the Devanagari system used by languages like Hindi or Sanskrit. If you're looking for an internationally versatile font, Poppins is a great choice.

The Sprkl Webflow & Figma Wireframe Kit uses Poppins for headlines and buttons.

Poppins' geometric shapes keep the type readable in small sizes, while its modern yet timeless curves look striking when blown up on big screens or mobile devices. It's perfect for web and UI designs that demand style, clarity, and legibility.

Plus, Poppins' OpenType features offer a ton of potential for customizing text. For example, ligatures can be used to combine two or more characters into one glyph shape – helping designers create more interesting typographic effects without compromising readability or

compatibility across browsers and devices.

DM Sans

DM Sans offers a clean, modern appearance that works well in minimalist design. This sans serif typeface features a geometric form with rounded corners that give it a friendly yet professional look. You'll often see DM Sans used as body text on websites because it was intended for small text sizes.

Source

Thanks to the Latin Extended glyph set, DM Sans works well for English and Western European languages. In addition to the five weights, DM Sans includes OpenType features like fractions, ordinals, superscripts, subscripts, case-sensitive forms, proportional figures, and tabular figures.

Playfair Display

Playfair Display is a serif display font with strong, bold lines and a modern feel that works well for headlines and titles. The font features slightly condensed characters that have an open shape and rounded terminals, so it works in small text sizes as well.

Source

Thanks to the Latin Extended glyph set, DM Sans works well for English and Western European languages. In addition to the five weights, DM Sans includes OpenType features like fractions, ordinals, superscripts, subscripts, case-sensitive forms, proportional figures, and tabular figures.

FA (solid 900, brands 400, 400)

FA (Font Awesome) Solid 900, FA Brand 400, and FA 400 aren't technically typefaces but rather, they're three versions of the same powerful icon font library used in web design. Font Awesome is a collection of highly customizable icons that can be added to any website. These icon sets are worth mentioning because they're incredibly popular in UI and web design.

Source

FA Solid 900 has the highest contrast and boldness available, making it ideal for headers. FA brand 400 on the other hand offers slightly less contrast but offers several unique features such as color, animation and other styling options that can be resized on demand. The FA 400 version combines both quality and complexity suitable for larger user interfaces or small icons that require more detail without sacrificing clarity.

Rubik

Rubik — named for the Rubik's cube — is another geometric sans serif font available via Google Fonts.

On websites, Rubik is great for headings and titles, especially when used in combination with a more traditional serif font for the body text. The Rubik font family includes nine weights and an impressive range of OpenType features as well, making it ideal for designers who want a legible font that still leaves room for some creativity.

Joe Sovcik *uses Rubik for headers and menu items.*

Not only does Rubik work well in Latin-based alphabets, it also supports Cyrillic script languages such as Russian or Bulgarian.

Lora

Lora is an elegant, modern font that features a unique blend of old-style serif letterforms and modern sans-serif elements, creating a beautiful aesthetic for any design project. With its slightly condensed letters, it helps to draw the eye to headings or important visuals on the page while still providing excellent legibility.

Source

In addition to its four widths and nine weights, Lora also includes many ligatures which allow its letterforms to be connected gracefully without compromising readability at different sizes or when used in different contexts.

Which fonts will you use in your next design?

Ultimately, choosing the "right" font for your website comes down to striking a balance between creativity, legibility, and accessibility. When selecting fonts, be sure to consider not just the visual impact, but also whether it's an accessible, web-safe font.

Ready to start designing? Learn how to add Google fonts to your Webflow project, generate a font, or use variable fonts.

SHARE THIS

Unlock exclusive Webflow content

Subscribe now for best practices, research reports, and more.

BUSINESS EMAIL

Enter your email

COUNTRY

United States

☐ I'd like to receive marketing communications regarding Webflow's products, services, and events. I understand I can unsubscribe at any time.
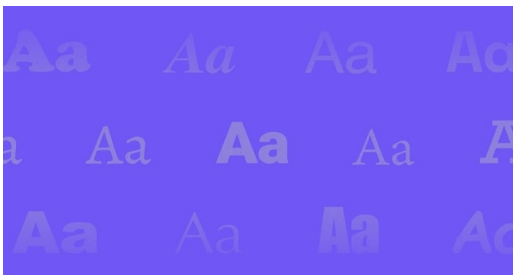
Subscribe

Unleash your creativity on the web

Build completely custom, production-ready websites — or ultra-high-fidelity prototypes — without writing a line of code. Only with Webflow.
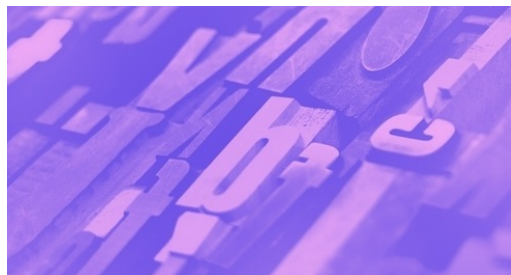
Get started for free ↗

Related articles

← →

DESIGN

10 best Google Fonts for your website in 2024

by Webflow Team

DESIGN

20 cool fonts for web and graphic design (free + paid)

by Naja Wade

Get started for free

Try Webflow for as long as you like with our free Starter plan. Purchase a paid Site plan to publish, host, and unlock additional features.

Get started — it's free

TRANSFORMING THE DESIGN PROCESS AT

PHILIPS   monday.com   BBDO

IDEO   Upwork   Orangetheory FITNESS

greenhouse   TED

Dropbox   The New York Times   Discord

PRODUCT	SOLUTIONS	RESOURCES
Platform	Enterprise	University
Design	Startups	Blog
Edit mode	Global alliances	Customer stories
Interactions	Agencies	Webinars and ebooks
Page building NEW	Freelancers	Apps
CMS	Classrooms	Libraries
Hosting		Templates
Localization		Developers
Security		Made in Webflow
Ecommerce		Glossary
Analyze NEW		Livestreams
Optimize NEW		
SEO		
DevLink LABS		
Figma to Webflow LABS		

Accessibility

AI

COMPANY

About

Careers WE'RE HIRING

Press

Webflow Ventures

Webflow Shop

Terms of Service

Privacy policy

Cookie policy

Cookie preferences

Accessibility statement

Sitemap

COMMUNITY

Discover the community

Partner with Webflow

Certified Partners

Become a template designer

Become an affiliate

Become a Global Leader

Find a meetup near you

GET HELP

Support

Pricing

Status

Forum

Wishlist