

Using Google Fonts Pros

Free hosted, ready to use
easier to install and embed

804 font families for free

Google Fonts

Ahsan Idrisi
UI/UX Interaction Designer

Using Google Fonts Cons

Font quality is not high &
Kerning, anti-aliasing issues (Jagged edges)

804 font families for free

Google Fonts

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Premium Fonts Pros

Great quality, Kerning &
anti-aliasing. Custom look

Own Brand Look with Premium fonts

Using Premium Fonts

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Premium Fonts Cons

Expensive. Might not be
hosted for Free (Subscription based)

Typekit, Myfonts.com etc

Using Premium Fonts

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