



Canva Fonts

SCROLL NO MORE!



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Introduction	4	Lillita One	17
HEADING FONTS	5	Open Sans Extra Bold	18
SUB-HEADING FONTS 1	6	Oswald	19
SUB-HEADING FONTS 2	7	Raleway Heavy	20
BODY TEXT	8	USE AT YOUR PERIL!	21
SCRIPT FONTS	9	Decorative	22
WHERE-EVER FONTS	10	Script or handwriting fonts	23
FONT COMBOS	11	"Small Caps" fonts	24
AILERON HEAVY	12	SUMMARY	25
Amaranth	13	DISCLOSURE	26
Cooper Hewitt Heavy	14		
Hammersmith One	15		
League Gothic	16		

Canva is a brilliant tool for creating your social or blog images. The problem is that, if you don't have a defined brand style guide, you can end up wasting lots of time scrolling through Canva's 100+ fonts to find the one that works best with your message ... this is time consuming & oh so boring!

Font Categories

Font categories are a way of classifying or grouping fonts but there are 4 main font classifications – with serifs, those without serifs, scripts and decorative styles. Within each of these, there are a number of sub-categories for instance script type styles are broken into Formal, Casual, Calligraphic, Blackletter & Lombardic

For the sake of simplifying this article we will be using the following 5 categories:

- Serif fonts: classic, traditional (they're the ones with little tails)
- Sans-serif: modern, casual (plain with no little tails)
- Script: feminine, romantic
- Handwriting: friendly, casual
- Brush script: artsy, fun

Once you've worked out the font category you want to use it's time to choose a font. The following lists are by no means exhaustive but they are a great place to start.

TIP: When choosing font styles for your social media images you also need to consider your web presence as fonts are 'hard-coded' into your site using HTML.

TIP: HTML defines six levels of headings.

A heading element styles all the font changes, paragraph breaks before and after, and any white space necessary to render the heading.

Headings:

These should be bold, clean fonts. In web world these are written like so ...
<h1>Heading Here</h1>.

As far as SEO goes, you should only use the H1 tag once per page or post.

MAIN heading:

Abril Fatface **Aileron Heavy**
Amaranth **Cooper Hewitt Heavy**
Hammersmith One **League Gothic**
Lillita One **Open Sans Extra Bold**
Oswald **Raleway Heavy**

<h1>heading one </h1>

<h2>heading two </h2>

<h3>heading three </h3>

<h4>heading three </h4>

<h5>heading three </h5>

<h6>heading three </h6>

TIP: The heading elements are H1, H2, H3, H4, H5, and H6 with H1 being the highest (or most important) level and H6 the least.

Subheads:

(these compliment main headings but can also be used in main headings)

In web world there are 5 sub-heading tags which are used logically throughout your page

This is so when Mr Google goes through your page he can tell what is the most important to least important information. Here is an example of our heading styles ...

<h2>heading two </h2>

<h3>heading three </h3>

<h4>heading three </h4>

<h5>heading three </h5>

<h6>heading three </h6>

Sub headings:

Aileron Thin Aleo Light Coustard
Cantora One Glegoo Granaina
Cooper Hewitt Merriweather
JULIUS SANS ONE Kollektif
League Spartan Montserrat
Quando Quicksand Raleway
Sanchez Vidaloka



Body Text:

(this is where legibility is super important: most legible size is 12-14)

Generally serif fonts (the ones with the little tails at the end of strokes) are used in printed work & sans serif (so no little tails) were used in digital.

Aileron Regular Alike Antic

Arimo Droid Serif

Bodoni FLF Gidole Lato

Roboto

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Lora Vollcorn

Script fonts:

Use for highlights or very short headlines; 1-2 words



Where-ever fonts:

Fear not! These ones are safe to use anywhere, everywhere ...

Helvetica

PT Sans

Libre Baskerville

Open Sans

PT Serif

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Using the right fonts at the right time is one way to level up the look of your graphics. But remember:

- You always want to maintain legibility, because if no one can read your stuff, you've just wasted your time designing.
- When choosing a font for your logo don't follow trends too heavily or your precious logo will date .
- Use brand appropriate fonts. If you have a style guide, adhere to it. If you don't have one, create one. Choose fonts that reflect your brand personality.

The following pages show some examples of strong font combinations for you to use in your Canva designs.

canva font combos: Aileron Heavy

Aleo Light **Alike** Bodoni FLF
Arvo **Droid Serif** IM Fell
Libre Baskerville Lora
Merriweather **PT Serif**
Vollkorn Quattrocento
Playfair Display **Sanchez**



canva font combos: Amaranth

Aileron Thin Arimo Bodoni FLF
Cooper Hewitt Economica Forum
Gidole Helveticish Luthier
Lato Montserrat Light
Nunito Light Old Standard
Open Sans Light PT Sans
Raleway Rosario



canva font combos: Cooper Hewitt Heavy

Alike Antic Lato Kollektif
Archivo Narrow Arimo Droid Serif
Economica Gidole Source Serif Pro
Lora Montserrat Light
PT Serif Open Sans Light
Raleway Tenor Sans
Quattrocento Nunito Light

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canva font combos: Hammersmith One

Aileron Thin

Open Sans

Montserrat Hairline

Gidole

PT Sans

Economica

Nunito Light

Raleway

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Antic Lato

canva font combos: League Gothic

PT Serif

Quattrocento

Granaina

Old Standard

Libre Baskerville

Arvo

Droid Serif

Vollkorn

Alike

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canva font combos: Lillita One

Aileron Regular Archivo Narrow
Arimo Arvo Cooper Hewitt
Economica Exo Gidole Kollektif
Luthier Montserrat Light
Nunito Light Open Sans Light
Roboto PT Sans
Signika

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canva font combos: Open Sans Extra Bold

Aileron Regular Aleo Antic Arialle
Archivo Narrow Arvo Bodoni FLF
Cooper Hewitt Droid Serif Economica
Gidole Helveticish Lato Luthier
Montserrat Light Nunito Light
Open Sans PT Serif Quattrocento
Raleway Roboto Condensed

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Source Sans Pro

canva font combos: Oswald

Aileron Thin Aleo Light
Alike Cooper Hewitt Forum
Gidole **Helvetica**
Montserrat Light
Open Sans Quattrocento
PT Serif **Old Standard**
Source Sans Pro

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canva font combos: Raleway Heavy

Aileron Thin Aleo Light Antic
Archivo Narrow Arvo Cooper Hewitt
Droid Serif Gidole
Kollektif Lato Lustria
Montserrat Light
Nunito Light Open Sans Light
PT Serif Quattrocento
Raleway Sanchez
Source Serif Pro Vollkorn

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Use at your peril:

Some of the Canva fonts have not got a mention in this post. They have been left out because fall into one of two categories: use sparingly, and only for certain situations; OR do not use, ever. (yes, I said never, ever, ever!) They are listed here because they are are illegible, overused, or just plain ugly.

Following are the fonts I advise you steer well clear of for general copy.

use at your peril: Decorative Fonts

Allerta Stencil

Black Ops One Cabin Sketch

CODY STAR **CREEPSTER**

Emily's Candy **HITCHCUT**

Londrina UnifrakturMaguntia

VT323

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use at your peril: Script or Handwriting Fonts

Architects Daughter **Berkshire Swash**
Chewy Coming Soon Crafty Girls
Dr. Sugiyama **Gochi Hand** **Knewave**
Lobster Over The Rainbow Princess Sophia
School Bell Shadows Into Light
Sniglet Special Elite **SUNDAY**
Vampira One
MADE IN *Canva* Anonymous Pro

use at your peril: "Small Caps" Fonts

CRUSHED

Germania One

Glass Antiqua GRADUATE

Limelight MEGRIM

Pirou Ribeye

Rye Sifonn Outline

Special Elite SUNDAY

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- Use brand appropriate fonts. If you have a style guide, adhere to it. If you don't have one, create one. Choose fonts that reflect your brand personality.

Print this list out, put it in a folder & keep it handy as you continue designing for your business!

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