

Website Font Style: Types, Best Options, and How to Pick Them for Your Brand?

It can require some time and effort to choose the best font style. Your [custom web design](#) or app's performance and likeability will be greatly impacted by the typeface you choose. A font has an impact on your content's readability, but it is also known to have strong psychological effects on the people who browse your website.

This blog is packed with *the [best font picks](#)* and tips to help you choose the *best font* for your brand.

Types of Fonts

Typography is rich and complex. It plays a pivotal role in constructing your brand's perception and should be at the forefront of your design process. Before we tell you the best nine fonts, it is salient to understand the **three primary types**: *Serif, Sans Serif, and Script*.

- **Serif fonts**

You must have heard of Serif. It is one of the most popular fonts in the design industry. A serif is a small line at the end of a symbol or letter stroke. It is regarded as elegant and classical and is mainly associated with print publishing. *Times New Roman, Georgia, and Bodoni come under Serif fonts.*

- **Sans serif fonts**

Another popular font is Sans Serif. These fonts are *clean, modern, and neutral-looking*. All these qualities make sans serif an excellent fit for web design. Some examples are- Helvetica and Comic Sans.


- **Script fonts**

Handwriting styles inspire script fonts. Script fonts can be used for titles, as some users may find it tough to read in body text. Examples include Lobster and Lucida Handwriting.

Top Nine Best Website Fonts

The fonts below are ideal for custom web design as they are easy to read and understand and can fit different website types. *Go through each of them to select the one that best fits your business's website requirements.*

1. CoFo Sans



CoFo Sans

Cofo Sans font appears modern and sleek with a Cyrillic undertone. The font is easy to read and grasp, making it an ideal choice for a website's landing page. You can also use this font for smaller screen use, such as for app

content. If your website caters to the visually impaired or with low vision, implementing Cofo Sans will be a smart solution.

Designed by: Maria Doreuli

2. Lato

Lato

Lato belongs to the Sans Serif font and perfectly suits the title and body text. The rounded font has classic proportions displaying a sense of warmth and peace. Lato can be used for multiple purposes and invokes a feeling of playfulness. In Polish, Lato means “*summer*.” It is one of the most-used Google fonts and comes in 18 weights.

Designed by: Łukasz Dziedzic

3. Bull-5

Bull-5

Bull-5 is a revival of an old and specific typewriter font style that emerged in the 1960s. David Einwaller developed the font by digitizing printed-type samples of photographic prints from a newspaper's 1980s archive. Bull-5 regular style offers brilliant legibility and comes in Mono and Slab-serif styles.

Designed by: David Einwaller

4. Forum

Forum

Forum serif font is a superb choice for titles and headlines, making it ideal for the website's primary font. The font oozes a vintage feel because of its roman proportions.

Designed by: Denis Masharov

5. Graphik

Graphik

Graphik font is a modern and convenient sans serif font focusing on contrast details to cover small text purposes. With over 18 types of Graphik styles, the font displays a variety of letter widths. The font suits web designs and marketing assets such as newsletters, advertisements, and logos.

Designed by: Christian Schwartz

6. Poppins

POPPINS
POPPINS
POPPINS

A B C D E F G H I J K L M N Ñ O
P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

A font is an excellent option for web pages aiming to go bold with headlines and titles. Poppins is a modern font that instantly became a hit due to its

sleek appearance and minimalistic aesthetic. Designed by Johny Pinhorn and Ninad Kale, Poppins is a geometric font with 18 different styles.

Designed by the Indian Type Foundry

7. Raleway

Raleway

Raleway's font weight makes it stand out from the rest of the fonts. Designed by Matt McInerney, Pablo Impallari, and Rodrigo Fuenzalida, Raleway falls under the Sans Serif typeface. The font is popular because of its versatility, and it pairs well with classic and modern fonts.

Designed by: Matt McInerney, Pablo Impallari, and Rodrigo Fuenzalida

8. Palatino

Palatino

Another font that is versatile and perfect for custom web design is Palatino. It is an old serif font that is easy on the eyes and does not cause any

misjudgment on the reader's part. This font is well-structured and makes a powerful statement.

Designed by: Hermann Zapf

9. Caudex

Caudex

Caudex was designed in the late 90s; it has come a long way since then. As seen in medieval manuscripts, the font places a trendy and contemporary spin on letterforms.

Designed by: Nidud

Tips to Choose a Font for Your Brand

Ensure to consider the below factors before finalizing your brand font:

- **Understand your brand identity**

Before selecting a website font, you need to figure out what your brand represents. Start with a brainstorming session and decide on the words that best fit your brand identity. If your business is “educational,” you may want a transitional serif typeface. If your brand is “modern” and “innovative,” consider using a sans-serif font.

- **Ensure the font is versatile**

The font you choose should be consistent across your branding. If your logo is designed to surround a phrase, select something legible.

- **Start with a few fonts**

Select three fonts that suit your brand identity. Consider them and continue your typography research.

- **Remember typography hierarchy**

A typographic visual hierarchy directs how letterforms are displayed. If you are choosing a few fonts, ensure to take into consideration how they look together. You want the typeface to complement your subleaders, copy text, and vice versa. Switching different font styles to see what fits best to your site's structural layout.

Final Thoughts

Website fonts are significant. They take the form of your thoughts, vision, and business message. In short, a font can make or break your website's appearance. [Picking the best font style](#) is the key to making that vital first impression on your potential audience.

Now that you know the types of fonts, the best options, and how to choose them- you are ready to pick the one that matches your business style. If you find it challenging, you can get help from a professional UI UX design agency to help you with the process.

Source: [Click here](#)