YOUR HANDY GUIDE TO

FONTS + CANVA

How to Make it Effective Graphics for Social Media

A publication of BEACON MEDIA + MARKETING

FONT BASICS

Know Your Fonts

For this guide, we will focus on the most basic font families: **serif**, **sans serif**, and **script**.

Serif

Serifs are slight projections finishing off a stroke of a letter.

Sans Serif

No serifs.

Script

Based on the varied and fluid stroke created by handwriting.

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FONTS AVAILABLE TO YOU

Canva.com has the follow fonts available in each font family:

SERIF

- Abril Fatface
- Alegreya Small Caps
- Alfa Slab One
- Alike
- Anonymous Pro
- Arvo
- Cinzel
- Coustard
- Diplomata SC
- Droid Serif
- Emilys Candy
- Glass Antiqua
- Glegoo
- Graduate
- IM Fell English Small Caps
- Libre Baskerville
- Lora
- Lustria
- Nixie One
- Playfair Small Caps
- Prata
- PT Serif
- Quando
- Quattrocentro
- Ribeye
- Rye
- Sanchez
- Special Elite
- Times New Roman
- Trocchi
- Ultra
- Vast Shadow
- Vidaloka

SANS SERIF

- Allerta Stencil
- Amaranth
- Amatic Small Caps
- Antic
- Anton
- Archivo Narrow
- Arimo
- Black Ops One
- Cantora One
- Carter One
- Codystar
- Crushed
- Economica
- Fredoka One
- Germania One
- Gruppo
- Hammersmith One
- Helvetica
- Josefin Sans
- Julius Sans One
- Kite One
- Lilita One
- Limelight
- Londrina Shadow
- Londrina Sketch
- Megrim
- Nunito
- Open Sans
- PT Sans
- Racing Sans One
- Raleway
- Raleway Heavy
- Raleway Thin
- Roboto
- Roboto Condensed
- Rosario
- Six Caps
- Sniglet
- Text Me One
- Ubuntu
- VT323

SCRIPT

- Allura
- Architect's Daughter
- Berkshire Swash
- Cabin Sketch
- Chewy
- Clicker Script
- Coming Soon
- Courgette
- Crafty Girls
- Creepster
- Dr Sugiyama
- Engagement
- Euphoria Script
- Gochi Hand
- Grand Hotel
- Great Vibes
- Knewave
- Lobster
- Mr. Dafoe
- Niccone
- Oregano
- Over the Rainbow
- Pacifico
- Parisienne
- Permanent Marker
- Pinyon Script
- Princess Sofia
- Sacramento
- Satisfy
- Schoolbell
- Shadows into Light
- Unifraktur Maguntia
- Vampiro One
- Yellowtail

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FONT DOS + DON'TS

Guidelines to Help You Along

Can I just make some that looks great,
but has no connection to the client?

Can I use all of ***my*** favorite fonts?

Is it okay to copy?

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FONTS RULES

Though these may not pertain to every graphic you create, these are good font rules to follow at all times.

DO

- Remember that you're not just creating a pretty graphic, you're designing an extension of the client's brand. If it doesn't feel like it matches their other materials, you should rethink it.
- Keep it legible. Though some fonts may look great as a heading, they may not be appropriate for lengthy copy.

Can you read this?	**Can you read this?**
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- When in doubt, use a sans serif for body copy. Sans serifs are often more legible on screens.
- Contrast the copy from the background. If you have an image or busy pattern as your background, try a color block behind the body copy to help viewers read it.
- Use an appropriate size. If your type fills the entire graphic but isn't readable, you may want to shorten your copy.
- Use fonts that have styles that compliment each other, instead of overly contrasting.

KEEP IT *Simple* ← **NO**

KEEP IT **SIMPLE** ← **YES**

- Mimic the client's logo.
- Copy font styles from graphics you like. It may break some rules but there's a reason **why** you like it.

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DON'T

- Use more than 2 fonts. Unless, of course, you're creating a graphic of what not to do.

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dolorerovit audipsa denitet aut quia dolecust aut odionemque velit iur, none duciis
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IPSAE EVENT, CON NIHILIBUS
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XIMUS, VOLUPTATE EXPLABORES NOBIT QUE ET RE SANT QUAE
cuscipit estibero blaceped que voluptae cus et lam ident quiatem et aspeditis

- Use opposite or bright colors to contrast. White or black usually work best.

Opposite colors are awful!	**Not quite there yet...**	**Now that is much more legible.**

- Use all caps for the whole graphic. This is the equivalent to shouting or WAY TOO MUCH EMPHASIS!
- Use double spaces after sentences. This is an outdated practice.

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POSTS REVISITED

v.2

Font doesn't match brand.

Slightly difficult to read over lighter areas of photo.

Part of logo is illegible.

San Serif to closely match the brand.

Script to closely match the brand.
Uses a color block to ensure legibility.

Uses all white logo so it's easier to read on the darker areas of the photo.

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