

# Creative Resource Directory

Design · Typography · Packaging · Color · Web

Typography, packaging, website design, and color all require the same thing: reference that is better than your last Google search. This directory is organized by purpose. Every link is direct. Use it before you start a project, when you're stuck mid-build, or when a client sends you something and you need to name it.

## DESIGN & VISUAL INSPIRATION

For when you need to see something before you can articulate what you want.

### Behance

<https://www.behance.net>

Adobe's creative portfolio platform. Best for branding, packaging, and digital design case studies at a professional level.

### Dribbble

<https://www.dribbble.com>

Designer community and showcase. Strong for UI, iconography, and visual identity work. Filter by color or style.

### Pinterest

<https://www.pinterest.com>

The widest net for mood-boarding. Best used with specific search terms — vague queries return vague results.

### Awwwards

<https://www.awwwards.com>

Judged directory of exceptional websites. Every listed site has been evaluated on design, usability, and creativity.

### Muzli

<https://muz.li>

Browser extension and web feed aggregating design inspiration from Behance, Dribbble, and editorial sources daily.

### It's Nice That

<https://www.itsnicethat.com>

Editorial coverage of creative work across illustration, motion, photography, and brand. Stronger on culture than technique.

### Cargo

<https://cargo.site>

Portfolio platform with high design standards. Good reference for editorial layout and unconventional grid systems.

## WEBSITE DESIGN

Curated references specifically for web layout, interaction, and digital brand experience.

### Awwwards

<https://www.awwwards.com>

The standard for award-winning web design. Filter by category — landing pages, portfolios, e-commerce — for targeted reference.

### Land-book

<https://www.land-book.com>

Dedicated landing page gallery. Searchable by industry and style. Useful for studying above-the-fold decisions.

### Siteinspire

<https://www.siteinspire.com>

Minimal, high-quality curation. Tends toward editorial and luxury brand aesthetics. Less noise than broader galleries.

### Httpster

<https://httpster.net>

Community-submitted site gallery. Good range from studio sites to product launches. Updated regularly.

### Lapa Ninja

<https://www.lapa.ninja>

Landing page design inspiration with filtering by product type, color, and layout style.

### One Page Love

<https://onpagelove.com>

Single-page website gallery. Useful for studying how brands communicate a complete message in a constrained format.

## PACKAGING & BRAND IDENTITY

Where structural design, material thinking, and brand narrative meet.

### The Dieline

<https://www.thedieline.com>

The definitive packaging design publication. Covers structural design, material innovation, and brand positioning together.

### Packaging of the World

<https://www.packagingoftheworld.com>

Broad archive of global packaging work. Less editorial, more volume — good for category research and competitive scanning.

### Brand New

<https://www.underconsideration.com/brandnew>

Identity review and critique publication. Covers rebrand case studies with audience commentary. Essential for understanding identity decisions.

### Lovely Package

<https://lovelypackage.com>

Curated packaging showcase organized by product type. Strong for CPG, beauty, and food brand reference.

### Fonts In Use

<https://fontsinuse.com>

Real-world typography archive across packaging, signage, editorial, and digital. Useful for seeing how type behaves outside a specimen page.

## FREE & OPEN SOURCE FONTS

Quality fonts at no cost. Confirm commercial licenses before using in client or product work.

### Google Fonts

<https://fonts.google.com>

The most widely used free library. Strong selection for display and body pairings. Direct embed into web projects via link tag or API.

### Font Squirrel

<https://www.fontsquirrel.com>

Free, commercially licensed fonts only. Includes a webfont generator for converting TTF/OTF to web-ready formats.

### DaFont

<https://www.dafont.com>

Massive library skewed toward decorative and display fonts. Check licenses individually — not all are commercial-free.

### Open Foundry

<https://open-foundry.com>

Curated open-source selection with a higher editorial standard than most free repositories.

### The League of Moveable Type

<https://www.theleagueofmoveabletype.com>

Open-source type foundry focused on quality over quantity. Origin of Raleway and Junction.

### Future Fonts

<https://www.futurefonts.xyz>

Pay-what-you-want for fonts in active development. Price increases as typefaces reach completion — buying early is advantageous.

## PREMIUM FONTS & FOUNDRY DIRECT

Where the strongest type lives. Buying direct from foundries gives you full licensing clarity and supports the designers.

### Adobe Fonts

<https://fonts.adobe.com>

Included with Creative Cloud. Thousands of premium fonts with clean personal and commercial licensing — no extra purchase needed.

### MyFonts

<https://www.myfonts.com>

One of the largest paid font marketplaces. Useful for finding specific styles and comparing options across foundries.

### Hoefler&Co;

<https://www.typography.com>

One of the most respected foundries in the world. Gotham, Ringside, Chronicle. The standard for brand typography at scale.

### Grilli Type

<https://www.grillitype.com>

Swiss foundry known for clean, modern grotesques. GT America and GT Walsheim are staples in contemporary brand systems.

### Klim Type Foundry

<https://klim.co.nz>

New Zealand foundry with some of the most distinctive contemporary typefaces. Tiempos, Söhne, and National are all here.

### Commercial Type

<https://commercialtype.com>

Collaboration between Paul Barnes and Christian Schwartz. Exceptional editorial and display options.

### Fontsmith

<https://www.fontsmith.com>

London-based foundry with a strong range from humanist sans to expressive display. Used heavily in brand identity work.

### Lost Type

<https://www.losttype.com>

Pay-what-you-want co-op with a smaller, design-forward collection. Good source for finding something distinctive.

## FONT DISCOVERY, PAIRING & IDENTIFICATION

Use these when you know the feeling you're after but not the name of what gets you there.

### Typewolf

<https://www.typewolf.com>

Best resource for real-world font usage. See how a typeface actually performs on a live site before you license it.

### Font Pair

<https://www.fontpair.co>

Google Fonts pairing tool. Fast way to test heading and body combinations without building anything first.

### Typographic Posters

<https://www.typographicposters.com>

Poster archive organized by typographic style. Strong reference for display font selection and compositional decisions.

### WhatFontIs

<https://www.whatfontis.com>

Upload an image and get font matches. Works best with clean, high-contrast printed or digital samples.

### Identifont

<https://www.identifont.com>

Question-based identification. Walk through visual characteristics to narrow down an unknown typeface systematically.

### MyFonts WhatTheFont

<https://www.myfonts.com/pages/whatthefont>

AI-powered font identification tool. One of the most accurate options for both serif and sans-serif recognition.

## COLOR TOOLS

For building and validating color systems — not just picking colors that look good.

### Coolors

<https://coolors.co>

Fast palette generator with export, contrast checking, and the ability to lock specific hex values while generating around them.

### Adobe Color

<https://color.adobe.com>

Color wheel and harmony tool with accessibility contrast checker built in. Integrates directly with Creative Cloud libraries.

## Huemint

<https://huemint.com>

AI-generated brand color palettes. Useful for exploring combinations outside your default instincts.

## Khroma

<https://khroma.co>

Train a personal AI on colors you like, then generate infinite combinations. Better for exploration than production.

## Reasonable Colors

<https://reasonable.work/colors>

Accessible, WCAG-tested color palette system. Useful when contrast compliance is a requirement, not an afterthought.

# VARIABLE & EXPERIMENTAL FONTS

Variable fonts let one file handle multiple weights and widths. Worth understanding for modern web builds.

## V-Fonts

<https://v-fonts.com>

Directory of variable fonts with interactive axis previews. Shows the full range of weight, width, and optical size each font supports.

## Axis-Praxis

<https://www.axis-praxis.org>

Browser-based playground for testing variable font axes in real time without any setup.

## Are We Type Yet

<https://www.arewetypeyet.com>

Tracks browser support for variable font features. Useful when building for web with compatibility requirements.