Visual content is indispensable today. Not only is it more appealing to viewers, it's also more likely to be shared on social media than any other type of content. Nowadays, social media experts don't need to rely only on designers to create such visuals. To prove that, we have selected the best free design software available online. You may find that with the right combination of the tools below, you can do almost any design job swiftly.

SOCIAL MEDIA:

Canva is a free design platform with a million of templates, photographs, graphics and fonts.
canva.com

Create impactful social graphics, web pages, and short videos in minutes for free with Adobe Spark.
spark.adobe.com

Top source for the best & newest GIFs & Animated Stickers online, that allows creating new GIFs.
giphy.com

Legend app turns any words into stunning text animations, in videos or animated GIFs.

Create captivating mini videos that loop back and forth with free Boomerang app.

Easy gif creator for iOS and Android. Create animated gifs from video, photos, Live Photos and bursts.

RESOURCES:

More than 3 millions free vectors, PSD, photos, free icons and graphic resources that you need.
freepik.com

The largest database of free vector icons in SVG, PSD, PNG, EPS format or as ICON FONT.
flaticon.com

Humanitarian Icons designed by OCHA
thenounproject.com/ochavisual/collection/ocha-humanitarian-icons-v02/

Free design resources (mock-ups, fonts, icons, images, UI kits) made with care for each pixel.
graphicburger.com

IcoMoon provides a package of vector icons, along with a free HTML5 app for making custom icon fonts or SVG sprites.
icomoon.io

Database with free simple yet amazing icon-based backgrounds.
toptal.com/designers/subtlepatterns/

PHOTO EDITING:

Snapseed is a photo-editing application that enables users to enhance photos and apply digital filters.

Free online photo editor! Effects, filters, overlays, simple to expert tools.
pixlr.com

Prisma is a photo editor app that creates amazing photo effects transforming your photos into paintings.

This free and easy photo editor allows you to resize images, add customizable filters, text and more.
canva.com/photo-editor

Enlight Pixaloop free app allows you to animate photos and magically bring them to life.

VSCO is a must-have app with easy-to-use editing tools and a vast range of stylish film-like presets.

FREE DESIGN APPS / 2

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TYPOGRAPHY:

Google Fonts
Interactive web library of 915 high quality fonts free licensed fonts that can be used for web or print.
fonts.google.com

Download thousands of hand-picked, completely legal, high quality, free fonts.
fontsquirrel.com

A database of affordable and free high-quality fonts for web and print.
fontfabric.com

Canva
Canva has taken the pain out of font pairing by putting together great font combos for your designs.
canva.com/font-combinations

FONTS IN USE
A searchable archive of typographic design, indexed by typeface, format, and topic.
fontsinuse.com

Prototypo
Prototypo is a professional tool allowing to create unique identities with custom fonts.
prototypo.io

INFOGRAPHICS:

infogram
Infogram is a web-based data visualization and infographics platform.
infogram.com

ATLAS
Atlas is an online platform for quickly creating good-looking charts in a consistent style.
theatlas.com

MAPS:

Snazzy Maps is a repository of different color schemes for Google Maps for web designers and developers.
snazzymaps.com

Highly detailed, easily customisable and consistent library of vector maps for free.
freevectormaps.com

indiemapper
Indiemapper helps you make static, thematic maps from geographic data.
indiemapper.io/app/

COLORS:

Canva
Want to know what colors look good together? Canva's Color Wheel makes color combinations easy.
canva.com/colors/color-wheel

uiG
A handpicked collection of beautiful color gradients for designers and developers.
Uigradients.com

Canva
Browse thousands of color combinations on Canva and create your own designs. It's free!
canva.com/colors/color-palettes

rgb.to
Rgb.to is a user friendly website that makes color convertios (RGB, HSL, Hex, Pantone, RAL) easy.
rgb.to

coolors
The super fast color schemes generator! Create, save and share perfect palettes in seconds!
coolors.co

Adobe Color
Adobe Color is a creative community where artists create and share color themes and inspiration.
color.adobe.com/create

PDFs:

Free global standard software for reliably viewing, printing, and commenting on PDF documents.
get.adobe.com/reader

PDF MERGE
PDF Merge let's you join your PDF files online. No installation, no registration, it's free and easy to use.
pdfmerge.com

SEND FILES:

we
WeTransfer is the simplest way to send your files around the world. Share large files up to 2GB for free.
wetransfer.com

S
Smash is an easy way to send and track files. No registration, no size limit, no ads and it's free.
fromsmash.com

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