

# La Typographie Web

# Take the Quiz

CLEVER TODAY



# 1. Design is communication

1.

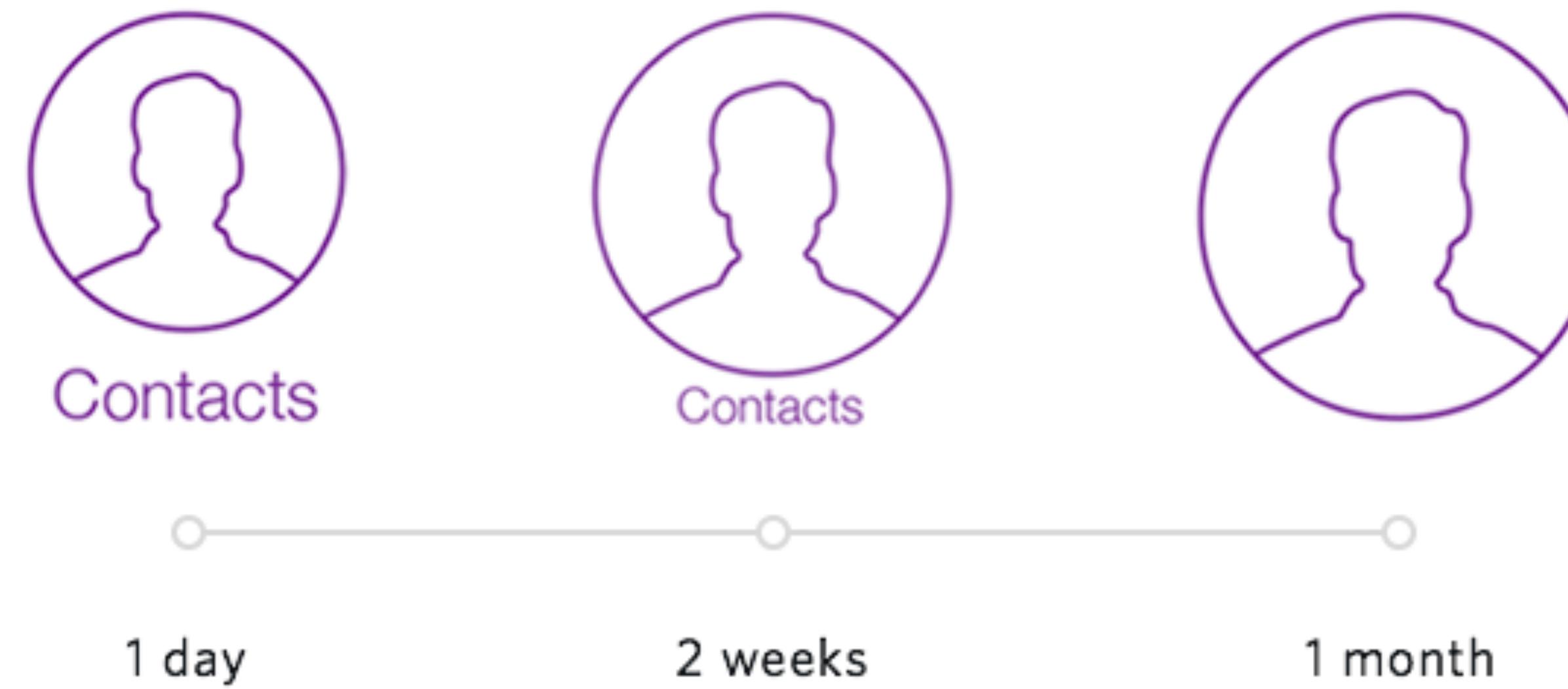
# L'importance de la typographie

On the average Web page, users have time to  
**read at most 28% of the words**  
during an average visit.

Nielsen Norman Group

Le peu que nous lisons est déterminant.

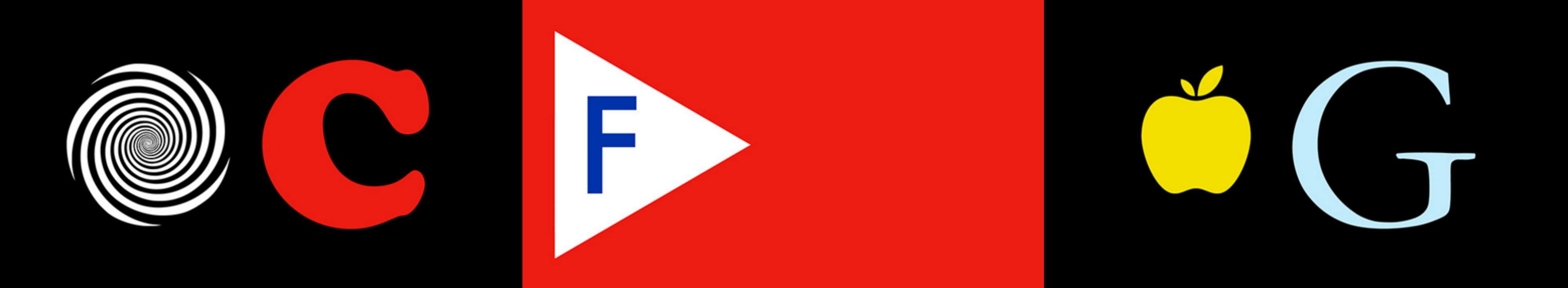
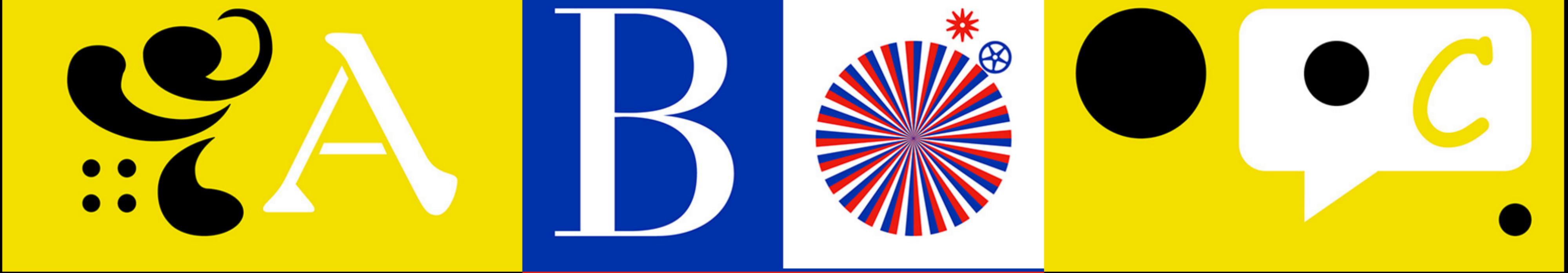
# La réduction progressive



Nous lisons ce que nous cliquons.

Notre compréhension est facilitée  
lorsqu'il y a harmonie entre le fond et  
la forme.

Your font is your identity,  
it's the ship of your message.



## 2. Choisir sa typo

2.

- A. Rassemblement du matériel existant
- B. Définition de votre message/marque
- C. Exploration des providers de typographies
- D. Crédit à l'agence de communication

A

Rassemblement du matériel existant

Exemple

OPUS

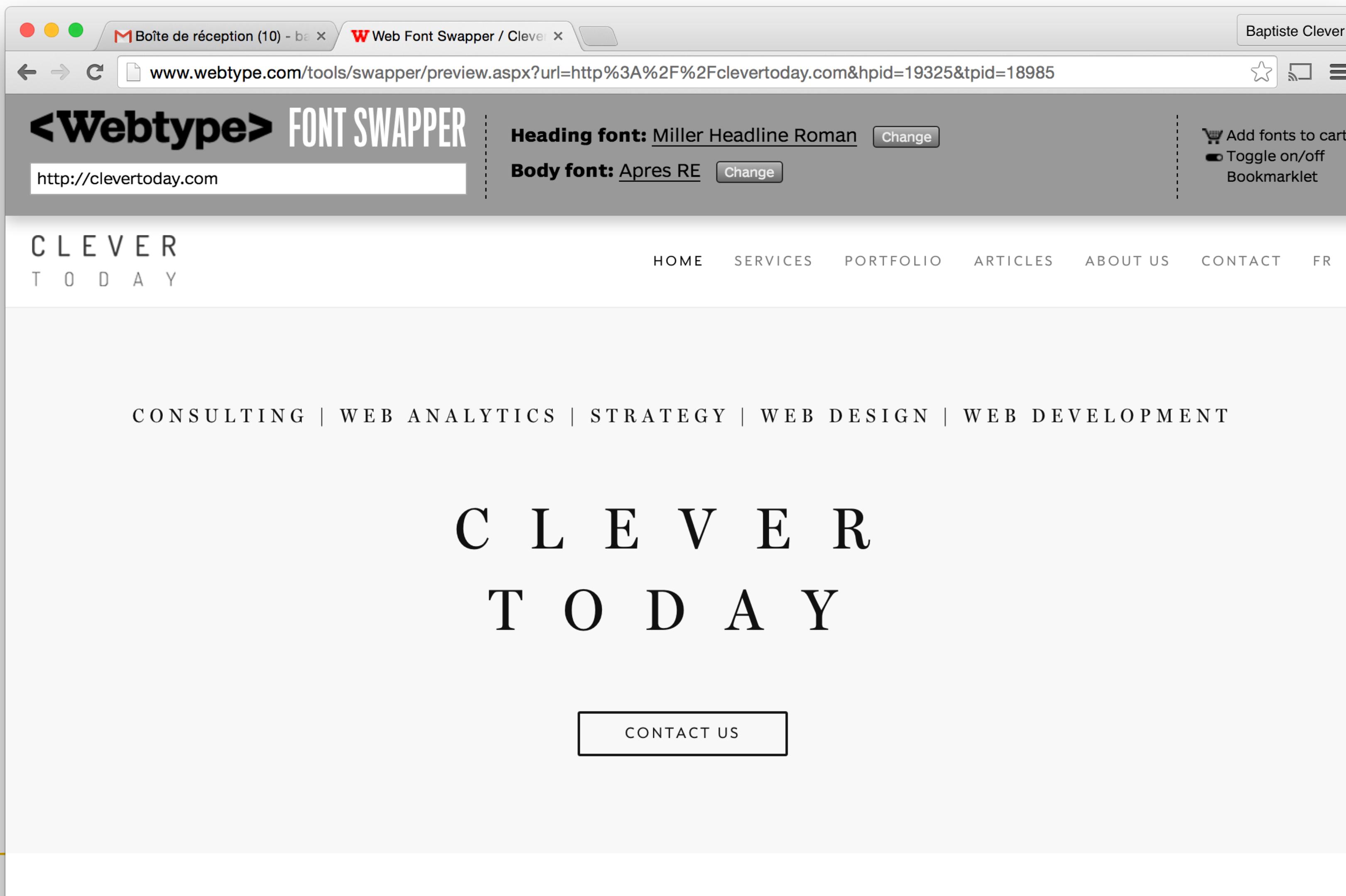
## Exemple

# OPUS

Nulla vitae elit libero, a pharetra augue. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Curabitur blandit tempus porttitor. Donec id elit non mi porta gravida at eget metus. Maecenas faucibus mollis interdum.

Vestibulum id ligula porta felis euismod semper.

# Si vous avez déjà votre site.



B

Définition de votre message

## Exemple

# Baskerville

*Maecenas sed diam eget risus varius blandit sit amet non magna. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Curabitur blandit tempus porttitor. Etiam porta sem malesuada magna mollis euismod.*

## Exemple

# Gotham

Maecenas sed diam eget risus varius blandit sit amet non magna. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Curabitur blandit tempus porttitor. Etiam porta sem malesuada magna mollis euismod.

## Exemple

# Bodoni

Maecenas sed diam eget risus varius blandit sit amet non magna.  
Aenean eu leo quam. Pellentesque ornare sem lacinia quam  
venenatis vestibulum. Curabitur blandit tempus porttitor. Etiam  
porta sem malesuada magna mollis euismod.

Exemple

# Cooper Black

**Maecenas sed diam eget risus varius blandit  
sit amet non magna. Aenean eu leo quam.  
Pellentesque ornare sem lacinia quam  
venenatis vestibulum. Curabitur blandit  
tempus porttitor. Etiam porta sem malesuada  
magna mollis euismod.**

Exemple

# Comic Sans MS

Maecenas sed diam eget risus varius blandit sit amet non magna. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Curabitur blandit tempus porttitor. Etiam porta sem malesuada magna mollis euismod.

Il n'y a pas de mauvaise typo,  
il n'y a que des mauvais usages.

Lilou

www.orchestredeparis.com/fr/accueil

# LES CONCERTS

TOUS LES CONCERTS

SYMPHONIQUE

VENDREDI 27 NOVEMBRE 2015 - 20h30, Paris - Philharmonie 1,  
Grande Salle

SAMEDI 28 NOVEMBRE 2015 - 20h30, Paris - Philharmonie 1,  
Grande Salle

**WEEK-END CONTES ET FÉRIES /  
CASSE-NOISETTE**

Neeme Järvi Direction - Chœur d'enfants de l'Orchestre de  
Paris - Lionel Sow Chef de chœur

RESERVER EN SAVOIR +



CleverToday

A screenshot of a web browser window showing the Braintree Payments website at <https://www.braintreepayments.com/features>. The browser's address bar and tab bar are visible at the top, along with various icons for extensions like ABP and a star icon.

The Braintree logo, "A PayPal Company", and a navigation bar with links for Features, Pricing, Docs, Support, Log In, and Sign Up are present in the header.

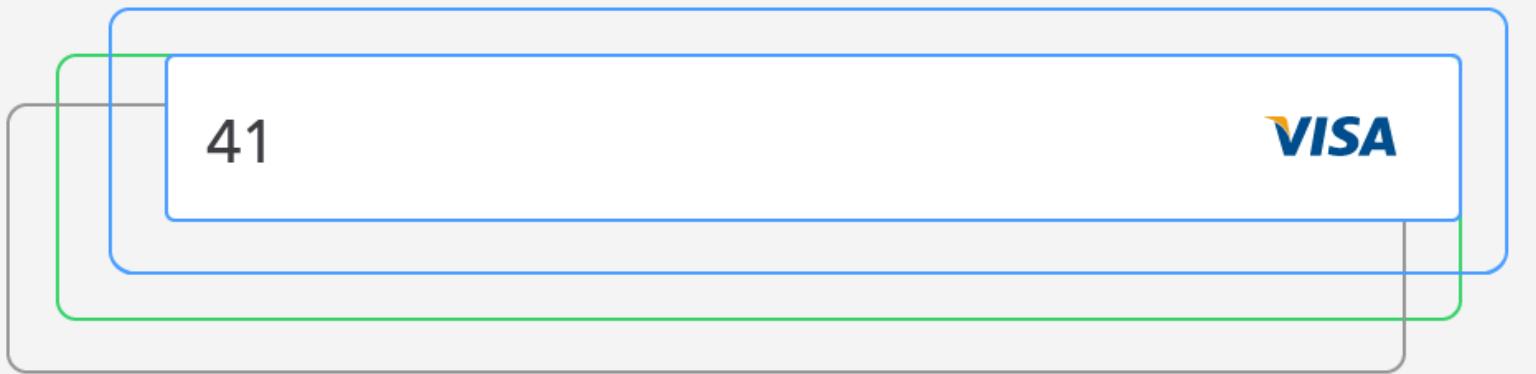
## Innovative compliance solutions

When it comes to PCI compliance for your custom integration, we take care of the heavy lifting so that you can continue to do what you do best. Our latest solution, Hosted Fields, lets you maintain complete control over your checkout flow while creating the necessary iframes to alleviate the security concerns brought about by PCI 3.

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Website Concepts Add a comment

Homepage



C

# Exploration des providers de typos

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# Pourquoi un provider de typos?

- Pas de gestion de droit (licence)
- Les fichiers sont sécurisés
- Facile à implémenter
- Souvent accompagné d'outils d'aide et de suivi
- Mais budget à prévoir

# Les providers de typos

## GoogleFont

707 familles  
Gratuit

## Fonts

150 000 familles  
Payant

## MyFonts

23 000 familles  
Payant à la vue

## TypeKit

1 200 familles  
Payant au forfait

## FontDeck

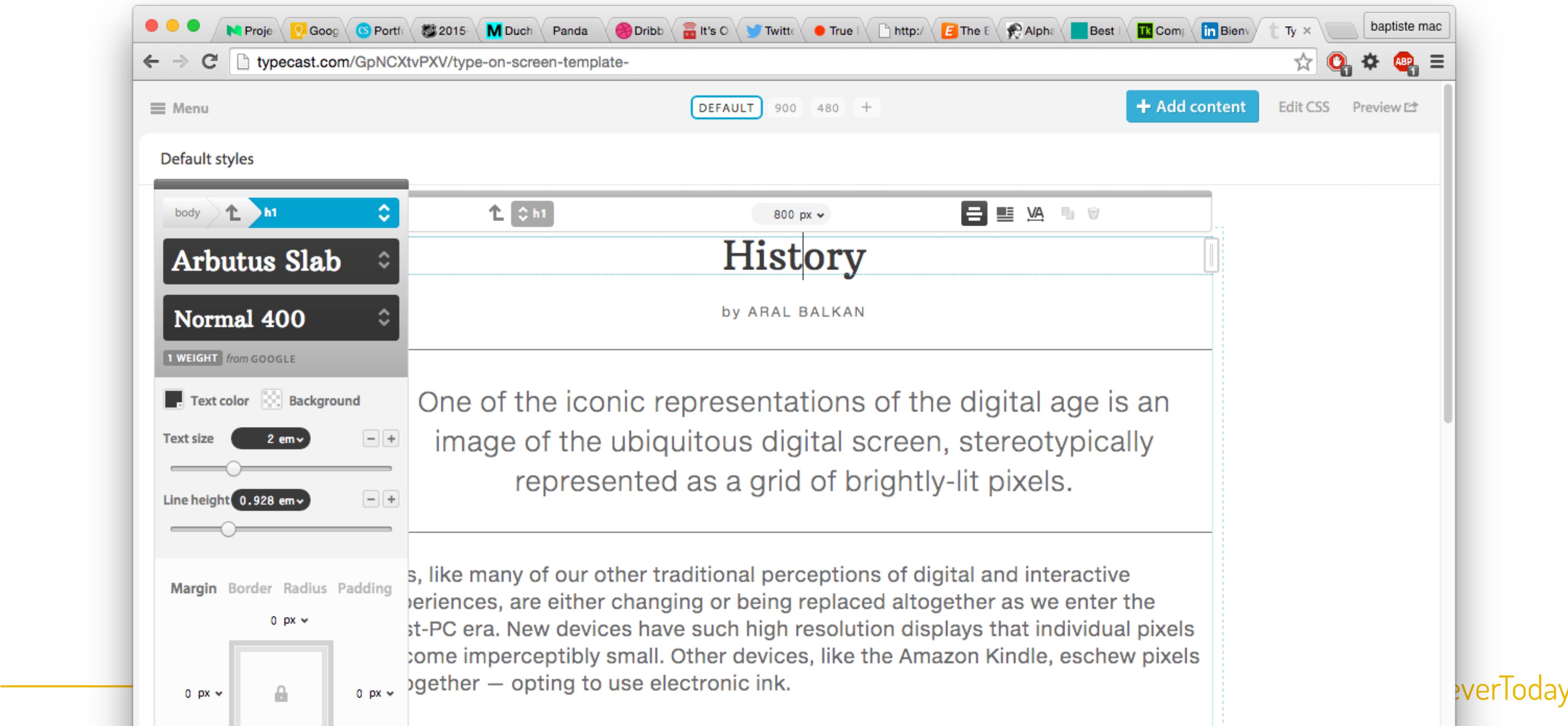
1 700 familles  
Payant à la vue

## WebType

150 familles  
Payant à la vue

## 2. Choisir sa typo

# but TypeCast



Concentrez-vous sur l'essentiel,  
choisissez en noir et blanc.

# Explorez les graisses

Portez ce vieux whisky au juge blond qui fume

*Portez ce vieux whisky au juge blond qui fume*

Portez ce vieux whisky au juge blond qui fume

Portez ce vieux whisky au juge blond qui fume

Portez ce vieux whisky au juge blond qui fume

**Portez ce vieux whisky au juge blond qui fume**

***Portez ce vieux whisky au juge blond qui fume***

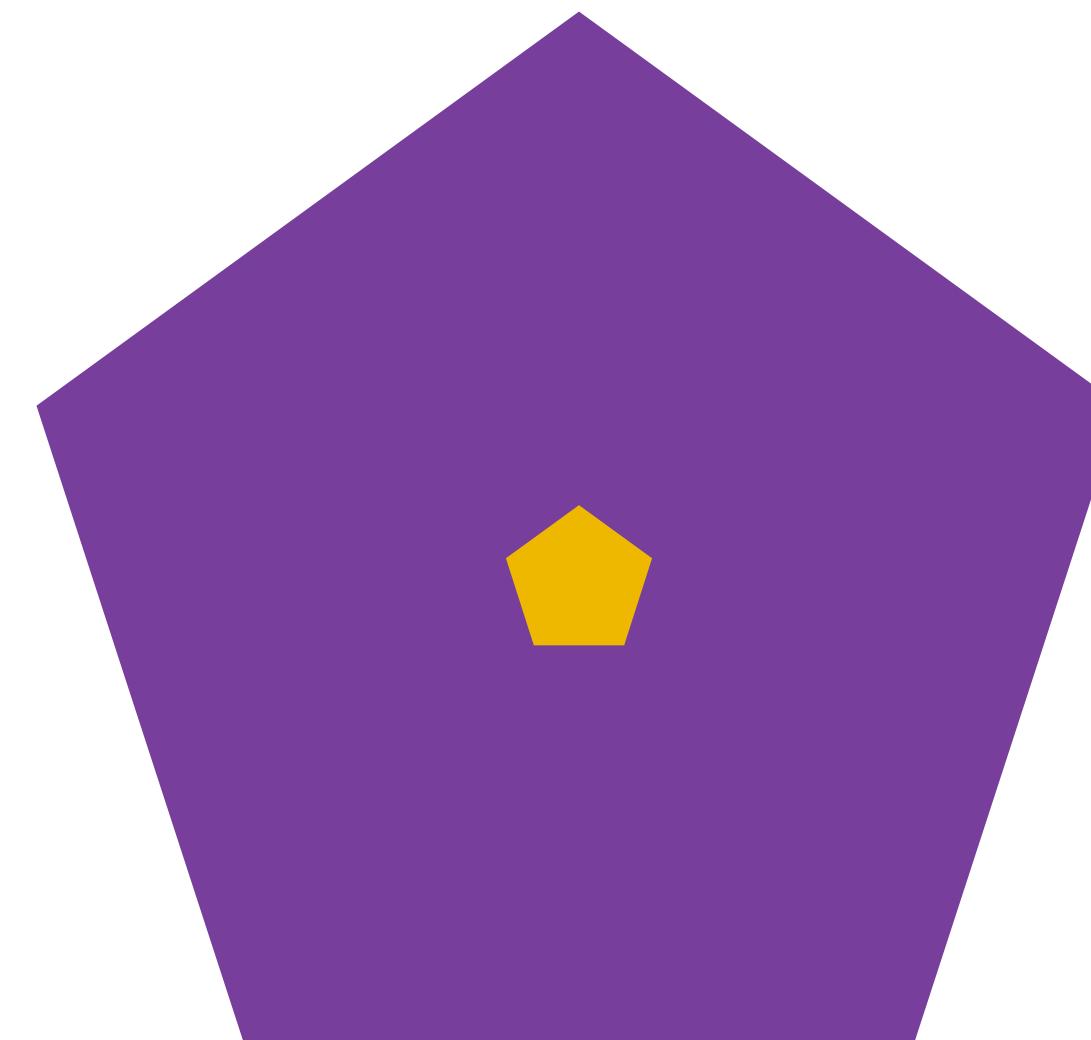
Personnalité

Budget

Lisibilité

Qualité

Performance



# Personnalité

# Les plus utilisés sur GoogleFonts

The screenshot shows a Mac OS X desktop with a browser window open to the Google Fonts Analytics page at <https://www.google.com/fonts#Analytics:total>. The browser's address bar and tab bar are visible at the top. The main content area displays the 'Total Font Views' section, which shows 6,081,298,381,365 total views. A chart icon labeled 'Views by platform' is on the left. A table lists the top 15 font families with their designers, total views, one-year views, and one-year change. The table is sorted by total views. The '1 year' button in the date range selector is highlighted.

Font family	Designer	Total views	1 year views	1 year change
Open Sans	Steve Matteson	1,488,075,227,47	897,561,209,180	63%
Roboto	Christian Robertson	735,288,826,624	463,831,955,922	54%
Oswald	Vernon Adams	304,637,330,071	160,847,758,626	42%
Lato	Łukasz Dziedzic	267,674,000,621	172,002,277,166	107%
Slabo 27px	John Hudson	193,935,361,074	193,113,364,764	4,397%
Droid Sans	Steve Matteson	170,872,169,301	63,481,801,782	15%
Roboto Condensed	Christian Robertson	161,728,180,143	115,311,458,503	116%
PT Sans	ParaType	141,405,129,422	75,568,505,605	41%
Source Sans Pro	Paul D. Hunt	130,827,032,362	82,605,598,338	83%
Open Sans Condensed	Steve Matteson	130,810,596,485	66,868,239,624	33%
Lora	Cyreal	102,351,060,666	77,277,211,248	497%
Droid Serif	Steve Matteson	101,191,556,078	46,555,212,953	23%
Ubuntu	Dalton Maag	94,376,897,890	48,206,033,264	60%
Raleway	Multiple Designers	89,298,682,595	59,370,136,288	113%
Montserrat	Julieta Ulanovsky	78,659,136,314	55,473,361,614	207%
PT Serif	Dalton Maag	61,037,007,000	39,889,040,110	110%

everToday

# Fluidité de la lecture

# Rapprochements

a o 0

Century Gothic

a o 0

Monaco

a o 0

Merriweather

# Chiffres dansants

1234567890

Raleway

1234567890

Monaco

# Les dates

12/03/2016

Charter

12/03/2016

STM Montréal

# Les ligatures

Ça suffit!

Gill Sans

Ça suffit!

Sevarek

Ça suffit!

Informa Pro

Ça suffit!

Tahoma

# La performance

## 1. Choose the styles you want:

### Dosis

- Extra-Light 200
- Light 300
- Normal 400
- Medium 500
- Semi-Bold 600
- Bold 700
- Extra-Bold 800

Grumpy wizards make toxic brew for the evil Queen a  
Grumpy wizards make toxic brew for the evil Queen a  
Grumpy wizards make toxic brew for the evil Queen  
Grumpy wizards make toxic brew for the evil Queen  
**Grumpy wizards make toxic brew for the evil Queen**  
**Grumpy wizards make toxic brew for the evil Queen**  
**Grumpy wizards make toxic brew for the evil Queen**



Impact on page load time

*Tip:* Using many font styles can slow down your webpage, so only select the font styles that you actually need on your webpage.

# Qualité

# Les combinaisons

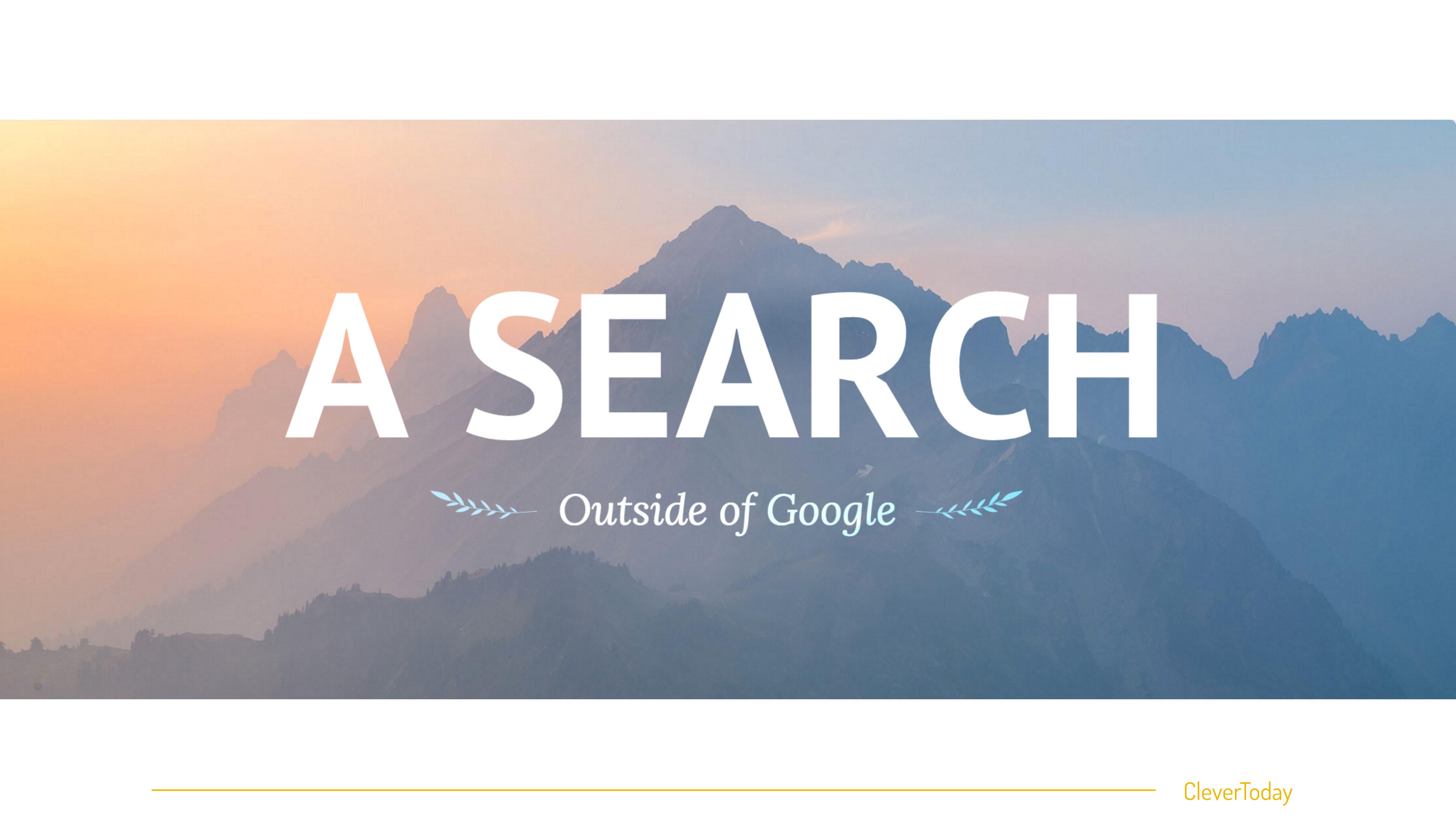
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Win a souvenir on **KICKSTARTER**

DISCOVER THE FEATURES



# A SEARCH

*Outside of Google*



# DIGITAL Traditionalists

The digital agency with a human approach.

EXPLORE

MENU



*shut up*



# YOUR BEARD ISN'T LONG ENOUGH





Using too **MANY**  
*typefaces* is  
confusing and looks  
*messy* and CLUTTERED.

# Langages supportés

D

# Création d'un style guide

# La sémantique

# LEAGUE GOTHIC IS STRONG

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*And Garamond Premier Pro is elegant & classic.* If these line lengths weren't so short, I'd split this thing up and show you all how great it looks in two columns. Wait a second, I can do just that!

A Welshman went for a job. The interviewer said to him, "We will have to give you a small test as the Welshman we have recently interviewed didn't have a good command of the English language. Can you give me a sentence using the word 'great'?" The Welshman replied, "I've got a

donkey jacket & I think it's great." The interviewer said, "That's pretty good. Now give me a sentence using the words 'great' and 'fascinate'." To which the Welshman replied, "I've got a donkey jacket and I think it's great, it has nine buttons, but I can only fascinate."

## **Tell me about yourself. What's your story?**

“ My background is in accounting and finance. I have been interested web design for 3 and a half years now. I started in web design by taking classes in web and graphic design just for fun. I liked the web design classes better than the graphic design classes. While surfing the net, I discovered Rachael Butts and that is when I got the vision to do web design for a living. I wanted to be just like Rachael!



# Victor Thomas

[thomasdigital.com](http://thomasdigital.com)

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D'AUTRES MOYENS POUR VOUS  
FAIRE ENTENDRE.

Inutile de crier. Vous avez d'autres moyens pour vous faire entendre.

# TypeCast Style Guide

The screenshot shows a Mac OS X desktop with a browser window titled "Web Typo - Lunch & Learn". The URL in the address bar is "typecast.com/GpNCXtvPXV/styleguide/2156e199cc5dca9c9e78500a818f356f7d895a26-Xb3w3j8h". The main content area displays the "Web Typo - Lunch & Learn Style Guide" title. Below it, a section titled "Fonts" is shown. Two large, stylized letters "Mg" are displayed, one above the other. The top "Mg" is associated with the "Alike Angular" font, which is described as being from Google. The bottom "Mg" is associated with the "Neue Helvetica eText" font, which is described as being from Fonts.com. Both sections include a quote about facts and hypotheses, followed by a string of various characters including letters, numbers, and symbols.

**Web Typo - Lunch & Learn Style Guide**

*Fonts*

Alike Angular  
from Google

Mg

A fact is a simple statement that everyone believes. It is innocent, unless found guilty. A hypothesis is a novel suggestion that no one wants to believe. It is guilty, until found effective.  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz 1234567890 “{{?!&\$£€@[]}}.”

Neue Helvetica eText  
from Fonts.com

Mg

A fact is a simple statement that everyone believes. It is innocent, unless found guilty. A hypothesis is a novel suggestion that no one wants to believe. It is guilty, until found effective.  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 “{{?!&\$£€@[]}}.”

# Le Futur

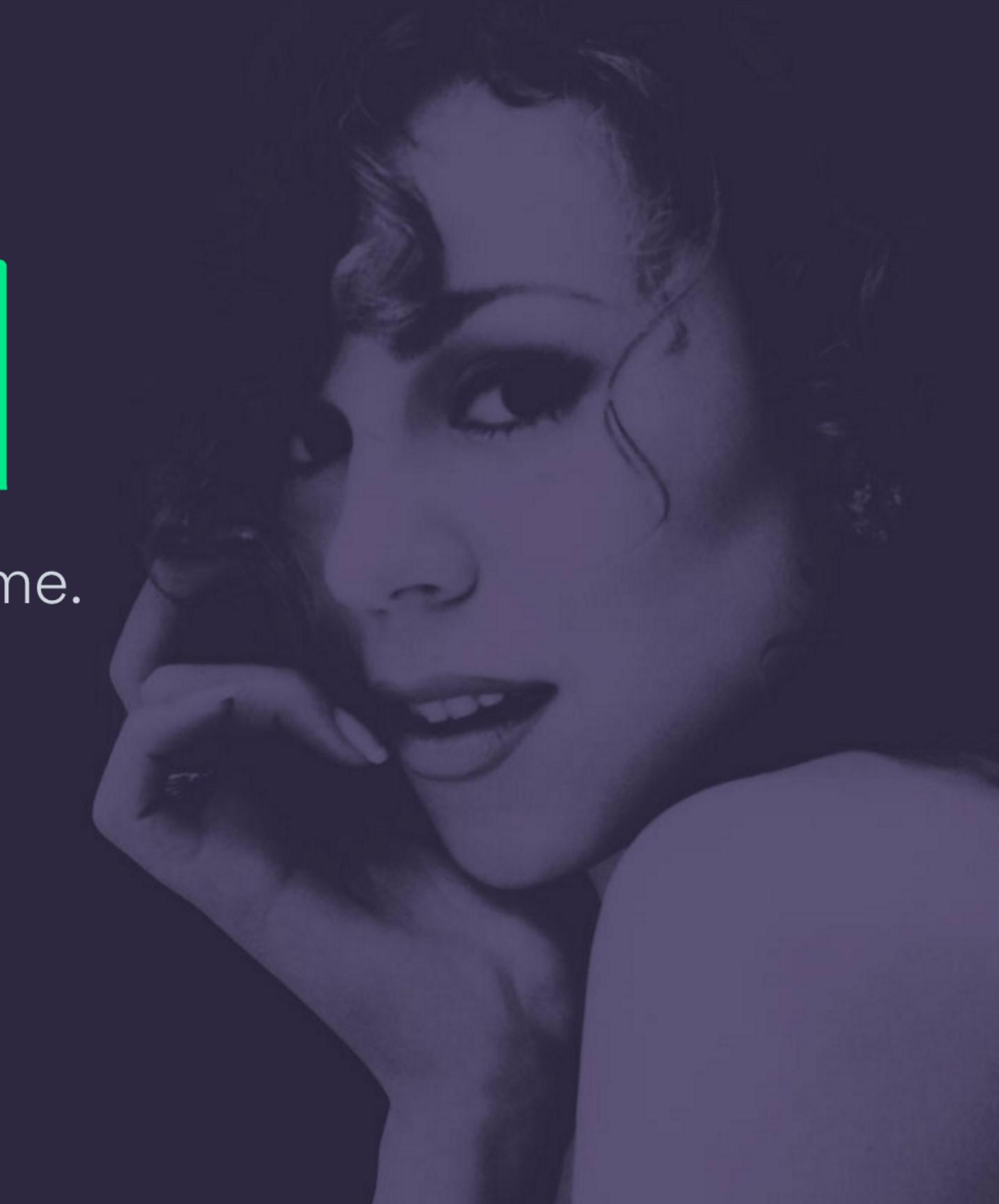
Spotify - Taste Rewind

baptiste mac

https://spotify-tasterewind.com

3 ABP 5

Spotify



Taste—  
Re—wind

Your music, turned back in time.

LET'S RE◀IND

USA Choose Country

Legal Cookies © 2007 - 2015 Spotify AB

ADAMI Culture Experience

baptiste mac

https://cultureexperiencedays.adami.fr

The screenshot shows a Mac OS X desktop with a browser window open to the ADAMI Culture Experience website. The page features a large black header with a red abstract graphic on the left. In the center, the text "QUAND LA TECHNOLOGIE RENCONTRE LES ARTS VIVANTS" is displayed above the main title "CULTURE EXPERIENCE DAYS" in a stylized, colorful font. To the right of the title is a video player showing a thumbnail of a video from the 2015 edition, with the number "5" indicating it's the fifth edition. Below the video is a link to "Vidéo de l'édition 2015" and "Plus d'informations". On the left side, there's a small image of a presentation and a link to "Présentation finale des projets CED#1". At the bottom, there's a logo for "adami" and links for "Présentation", "Timeline & Inscription", "Édition précédente", "CONTACT", "MENTIONS LÉGALES | RÈGLEMENT |", and social media icons for Facebook, Twitter, and YouTube. A teal bar at the bottom right contains the word "Today".

Présentation finale des projets CED#1

Participants CED#1

Présentation  
Timeline & Inscription  
Édition précédente

CONTACT  
MENTIONS LÉGALES | RÈGLEMENT |

f    t    v

Today

THE ER  
TAGE  
BALL  
POIS

# OpenType + CSS

Google Google

# Questions?

Merci :)