# ICON FONTS FTW

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# MANAGING ICONS & IMAGES

aaoms-logo-print.gif
alliedstaff.jpg
alliedstaff.png
Board2_retuch.jpg
commit_arrow.jpg
content_bg.png
find_a_surgeon_surgeon.gif
find_a_surgeon_surgeon.png
footer_bg.gif
iphone.png
logo.gif
main_bg.png
marketplace.png
masthead-trans.png
masthead-trans2.png
member_directory_search.gif
member_directory_search.png
nav_gold_bg_selected.gif
nav_gold_bg_selected.png
nav_gold_divider.gif
nav_gold_divider.png
nav_red_bg_selected.gif
nav_red_divider.png
navigation_gold_bg.gif
navigation_gold_bg.jpg
navigation_gold_bg.png
navigation_gold_divider.gif
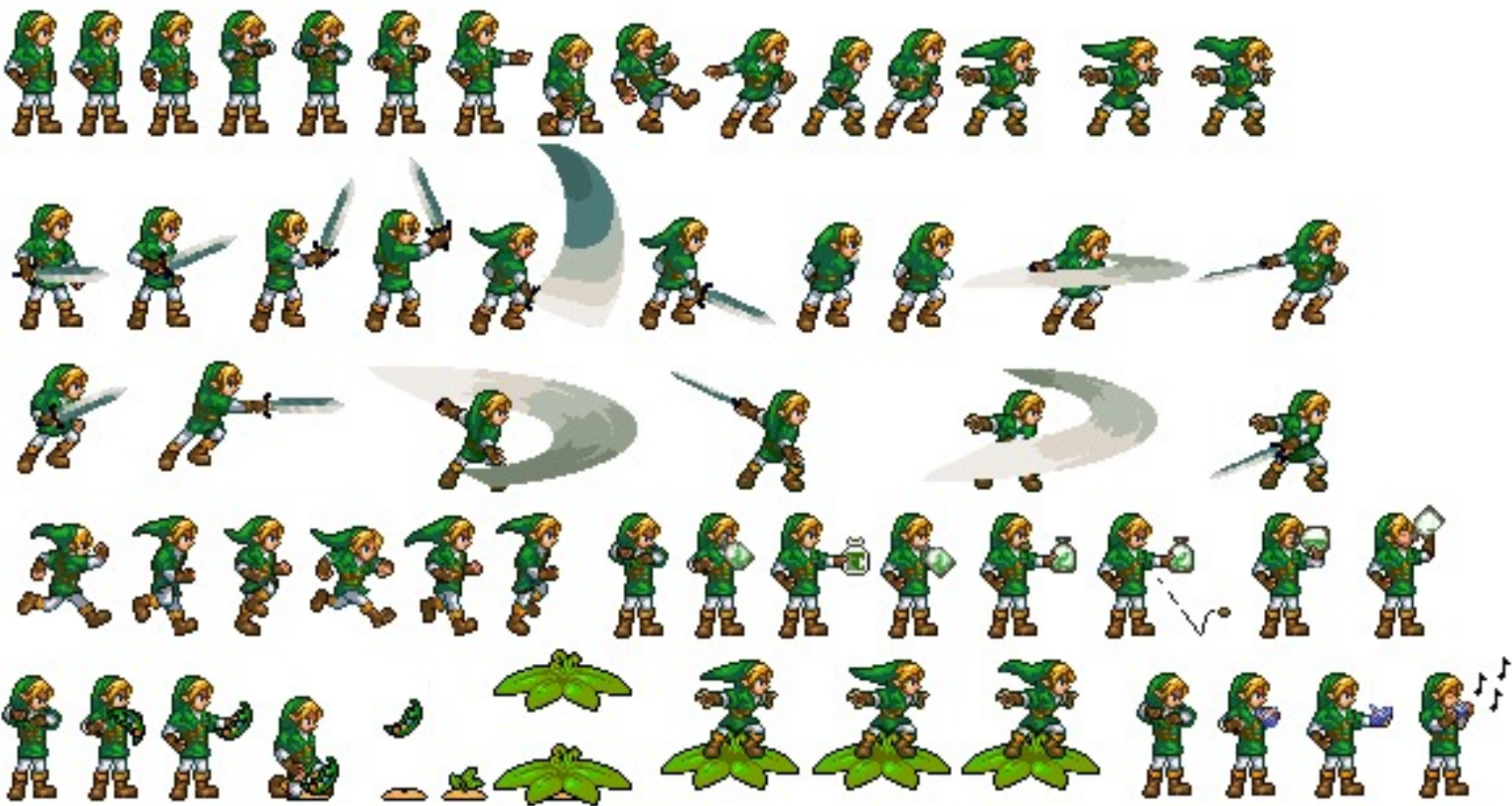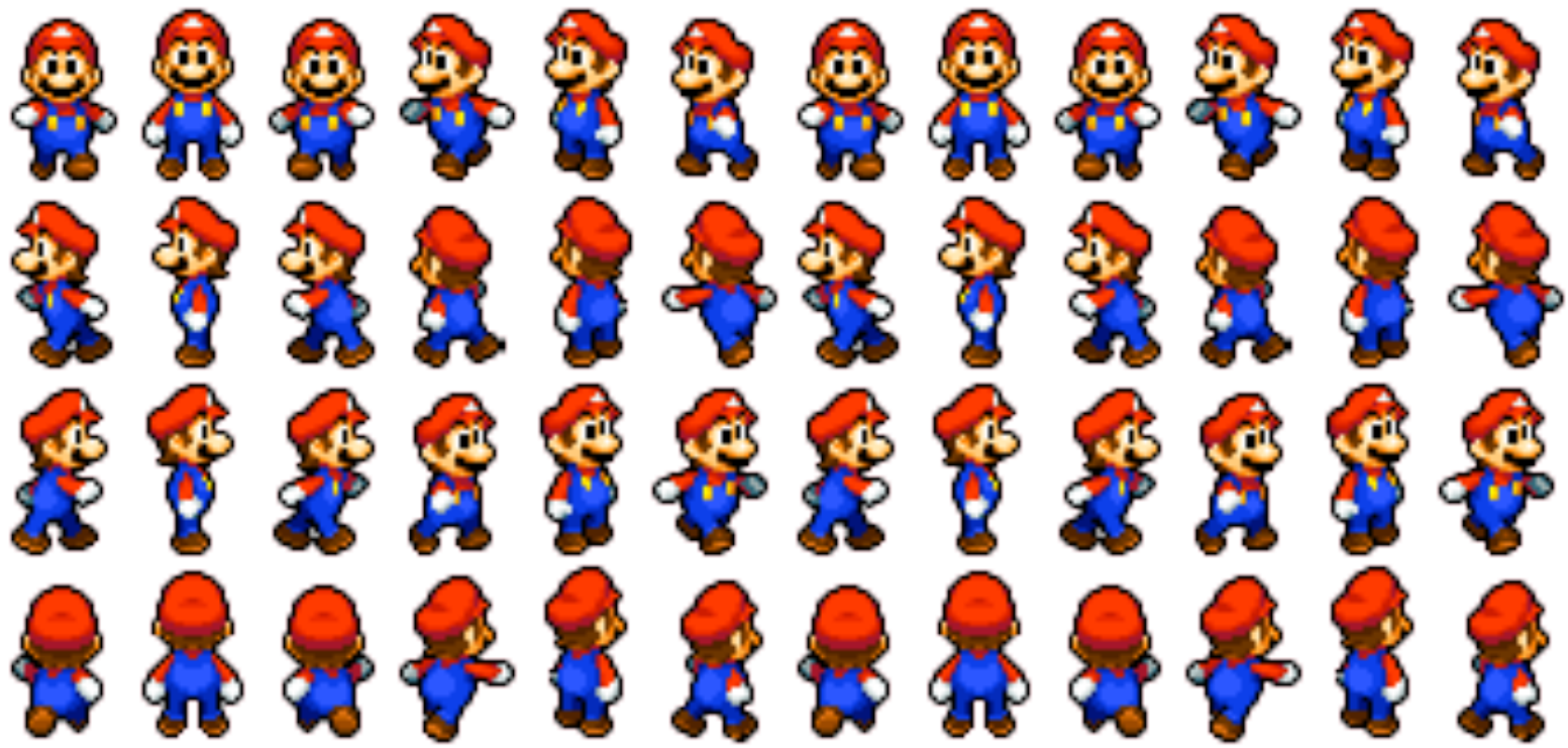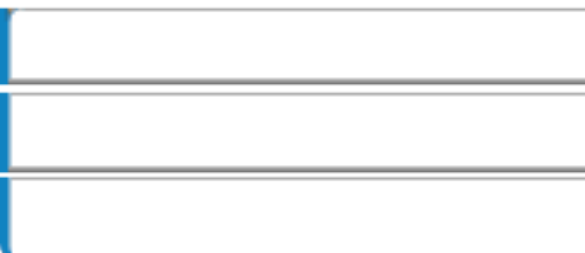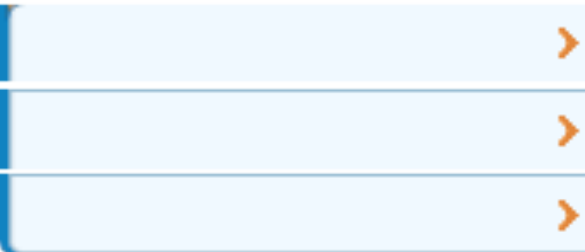
/images
(eww!)

Sprites!
(yay!)

WHY SPRITES SUCK

- **Difficult to maintain**

- **One giant file; may contain unnecessary icons**

- **Icons look like ass on high pixel density displays (Retina)**

- **Temptation to include content images**

- **Browsers don't print background images by default**

WHOOPS.

Print

Total: **24 pages**

Cancel   Save

Destination   📄 Save as PDF

Change...

Pages   ⦿ All

⚪ e.g. 1-5, 8, 11-13

Layout   ⦿ Portrait

⚪ Landscape

Margins   Default ▼

Options   ☐ Headers and footers

☐ Background colors and images

---

hide
Get the Daily Deal for:

- Chicago ⇅
  [   ]
- Subscribe

We can give you better deals if we know a bit about you. Finish personalizing
Close

Groupon: Collective Buying Power

- Featured Deal
- Local
- Now! Deals
- Getaways
- Goods
- Gifts

- Mike A.
  - My Stuff
    - My Groupons
    - My Gifts
    - My Account
    - My Profile
    - My Email Subscriptions
    - Sign Out

- All Deals
- New Deals
- Food & Drink
  - African
  - American
  - Asian
  - Bars
  - Breakfast
  - Caribbean
  - Coffee & Treats
  - European
  - French
  - Greek
  - Grocery
  - Indian
  - Italian
  - Mexican
  - Middle Eastern
  - Sandwich/Deli
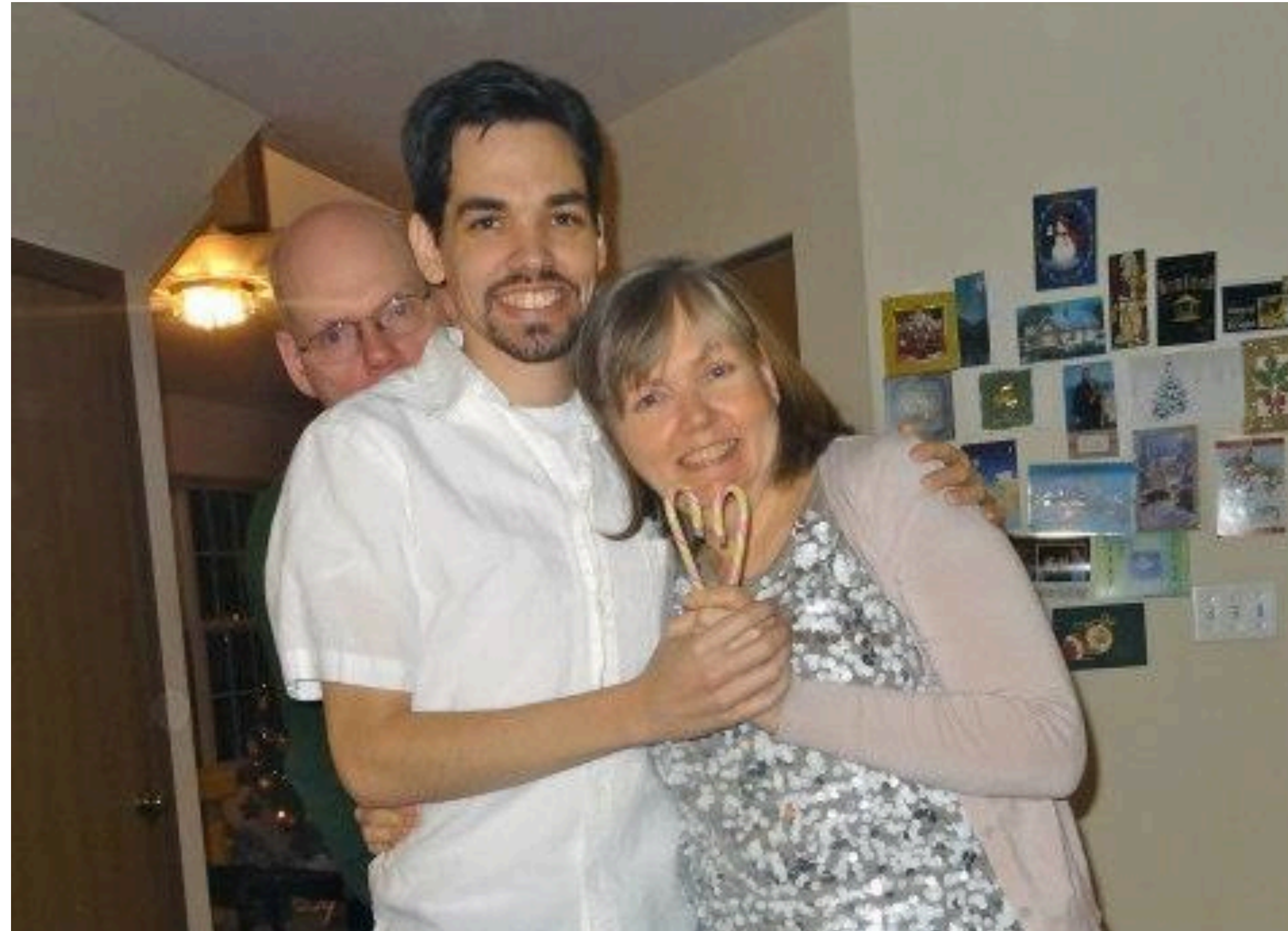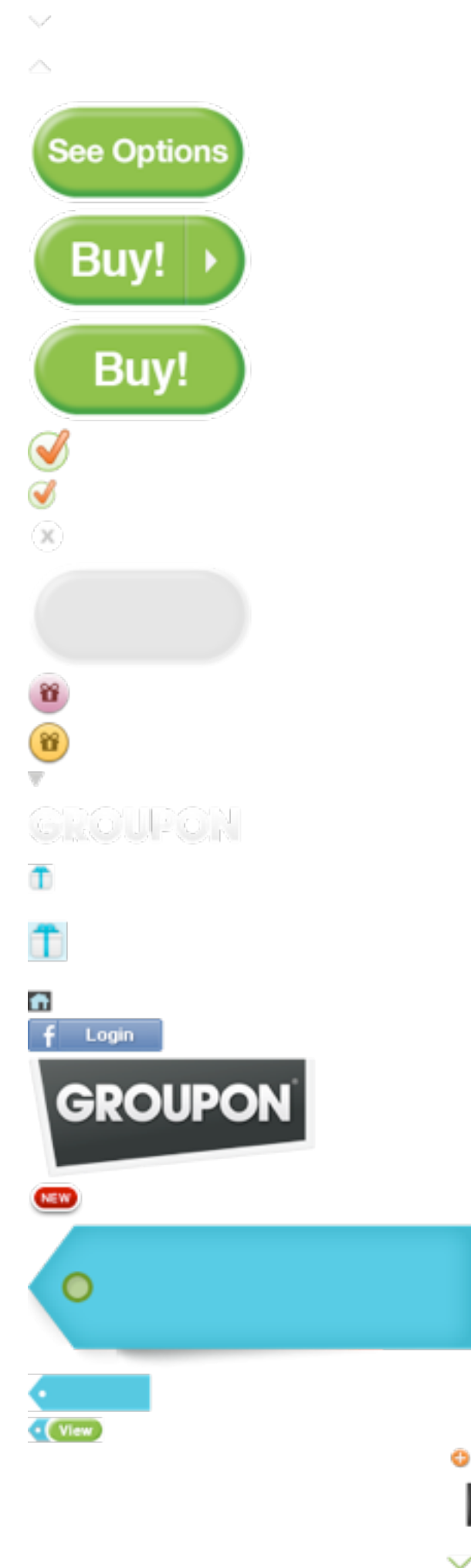 - Seafood

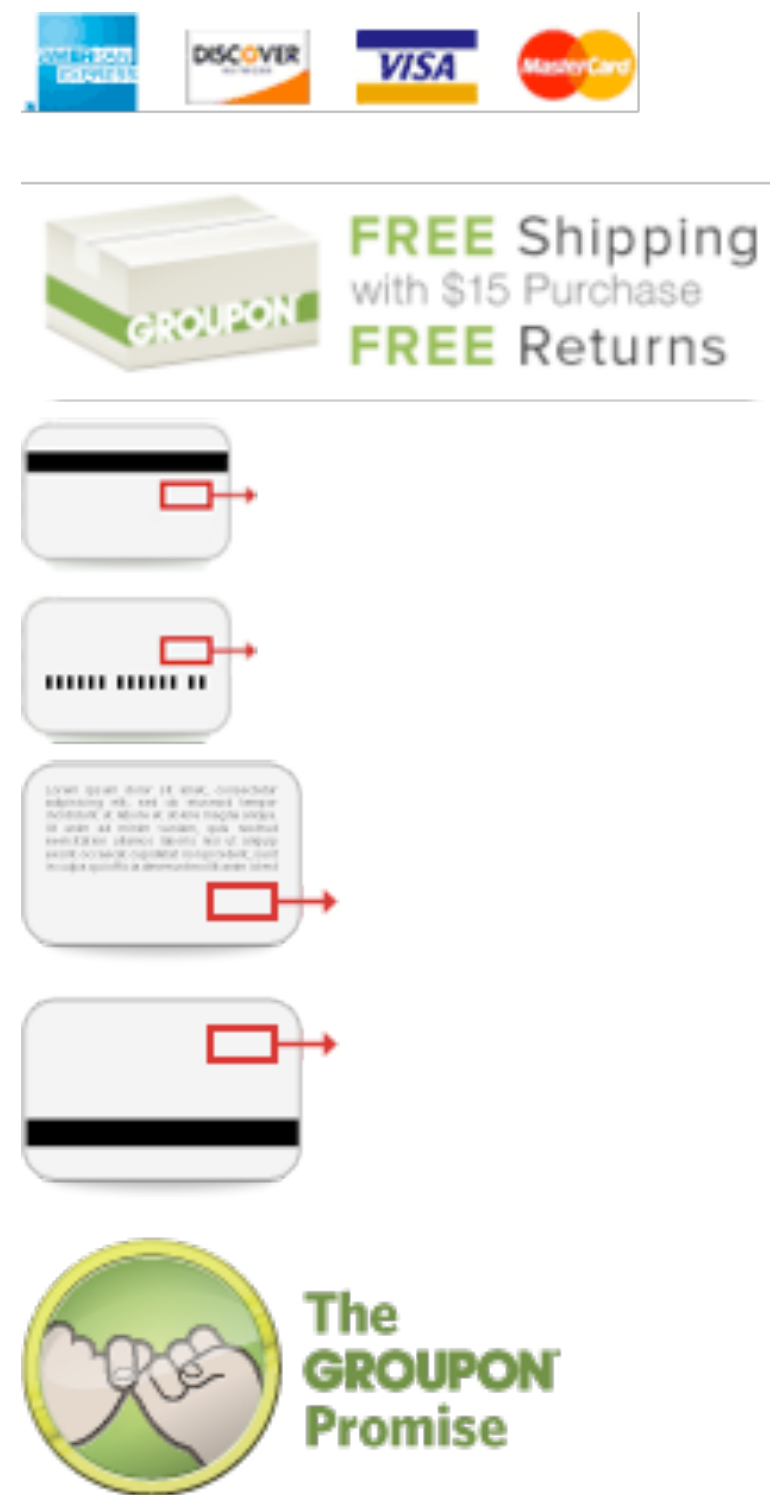# BUT MIKE, WHO PRINTS OUT WEBSITES?

BUT MIKE, WHO PRINTS OUT WEBSITES?

My mom.

GROUPON SPRITE INVENTORY

map-pointers.png
2k

share-sprite.png
2k

star-rating.gif
2k

bg-refer_cta_sprite.png
1k

See Options

Buy!

Buy!

Login

GROUPON

NEW

View

FREE Shipping
with $15 Purchase
FREE Returns

The
GROUPON
Promise

common.png
61k

checkout.png
39k

heartx.png
5k

places-profile-icons.png
2k

personalization.png
8k

gift-wizard-calendar-icon.png
1k

GROUPON SPRITE INVENTORY

- **Different sizes, colors, opacity**

- **Mix of flat, gradients, shadows**

- **Different icons representing similar concepts**

- **Janky, outdated social icons**

- **No visual cohesion**

- **Pixelated when zoomed in**

ICON FONTS ARE AWESOME

Chris Coyier says so.

http://css-tricks.com/examples/IconFont/

MAKING AN ICON FONT

http://icomoon.io/app

MAKING AN ICON FONT

- Select icons from libraries and/or import your own SVGs

- Edit tags to name your icon

- Select Private Use Area encoding for best results, accessibility

- Base64 encode icons in CSS if you're really hard core

- Name your font

- Save your font to JSON

- Download your font

MAKING AN ICON FONT

56 icons

- **style.css (5k)**

- **lte-ie7.js (2k)**

- **fonts/icon-font-demo.eot (11k)**

- **fonts/icon-font-demo.svg (43k)**

- **fonts/icon-font-demo.ttf (11k)**

- **fonts/icon-font-demo.woff (6k)**

- **<u>index.html</u>**

```css
1 ▾ @font-face {
2     font-family: 'Icon-Font-Demo';
3     src:url('fonts/Icon-Font-Demo.eot');
4 ▾   src:url('fonts/Icon-Font-Demo.eot?#iefix') format('embedded-
        opentype'),
5        url('fonts/Icon-Font-Demo.woff') format('woff'),
6        url('fonts/Icon-Font-Demo.ttf') format('truetype'),
7        url('fonts/Icon-Font-Demo.svg#Icon-Font-Demo') format('svg');
8     font-weight: normal;
9     font-style: normal;
10  }
11 ▾ .icon-ok {
12     font-family: 'Icon-Font-Demo';
13     speak: none;
14     font-style: normal;
15     font-weight: normal;
16     font-variant: normal;
17     text-transform: none;
18     line-height: 1;
19     -webkit-font-smoothing: antialiased;
20  }
21  .icon-ok:before {
22     content: "\e000";
23  }
```

USING YOUR ICON FONT

```
<span class="icon-ok"></span>
```

✔

SOCIAL ICONS

```html
1 ▼ <ul class="social">
2     <li><a href="#" class="icon-facebook"></a></li>
3     <li><a href="#" class="icon-twitter"></a></li>
4     <li><a href="#" class="icon-pinterest"></a></li>
5     <li><a href="#" class="icon-google-plus"></a></li>
6     <li><a href="#" class="icon-linkedin"></a></li>
7     <li><a href="#" class="icon-rss"></a></li>
8     <li><a href="#" class="icon-email"></a></li>
9   </ul>
10
11 ▼ <ul class="social-dark">
12     <li><a href="#" class="icon-facebook"></a></li>
13     <li><a href="#" class="icon-twitter"></a></li>
14     <li><a href="#" class="icon-pinterest"></a></li>
15     <li><a href="#" class="icon-google-plus"></a></li>
16     <li><a href="#" class="icon-linkedin"></a></li>
17     <li><a href="#" class="icon-rss"></a></li>
18     <li><a href="#" class="icon-email"></a></li>
19   </ul>
```

```css
1 ▼ <style>
2     .social li,
3     .social-dark li {
4       float: left;
5     }
6     .social li + li,
7     .social-dark li + li {
8       margin-left: 5px;
9     }
10    .social a,
11 ▼  .social-dark a {
12      width: 48px;
13      height: 48px;
14      line-height: 48px;
15      display: block;
16      text-align: center;
17      font-size: 32px;
18    }
19    .social a:before,
20 ▼  .social-dark a:before {
21      position: relative;
22      top: 3px;
23    }
24 ▼  .social a {
25      color: #fff;
26      border-radius: 24px;
27      text-shadow: 0 1px 1px #666;
28    }
29    .social .icon-facebook { background-color: #3b5998; }
30    .social .icon-twitter { background-color: #00a0d1; }
31    .social .icon-pinterest { background-color: #c8232c; }
32    .social .icon-google-plus { background-color: #db4a39; }
33    .social .icon-linkedin { background-color: #0e76a8; }
34    .social .icon-rss { background-color: #ee802f; }
35    .social .icon-email { background-color: #82b548; }
36 ▼  .social-dark {
37      background-color: #333;
38      display: inline-block;
39    }
40    .social-dark a { color: #999; }
41    .social-dark a:hover { color: #fff; }
42  </style>
```

http://brandcolors.net/

USER MENU

```html
1 ▼ <div class="user-menu">
2     <a href="#">Mike A.</a>
3 ▼   <ul>
4       <li><a href="#" class="icon-user">Profile</a></li>
5       <li><a href="#" class="icon-cog">Settings</a></li>
6       <li><a href="#" class="icon-gift">Gifts</a></li>
7       <li><a href="#" class="icon-email">Subscriptions</a></li>
8     </ul>
9   </div>
```

Mike A. ▼

👤 Profile

⚙ Settings

🎁 Gifts

✉ Subscriptions

```css
 1 ▼ <style>
 2 ▼   .user-menu > a {
 3       background-color: #333;
 4       color: #f5f5f5;
 5       display: block;
 6       font-size: 14px;
 7       line-height: 48px;
 8       padding: 0 10px;
 9     }
10 ▼   .user-menu > a:after {
11       font-family: 'Icon-Font-Demo';
12       content: "\e02e";
13       font-size: 18px;
14       margin-left: 10px;
15     }
16 ▼   .user-menu ul {
17       background: #333;
18       display: inline-block;
19     }
20 ▼   .user-menu ul a {
21       color: #999;
22       display: block;
23       font-size: 14px;
24       line-height: 24px;
25       padding: 5px 10px;
26     }
27 ▼   .user-menu ul a:hover {
28       color: #fff;
29       background-color: #666;
30     }
31 ▼   .user-menu ul a:before {
32       font-size: 18px;
33       margin-right: 10px;
34     }
35     .user-menu ul li + li {
36       border-top: 1px solid #666;
37     }
38   </style>
```

RATINGS

```html
<ul class="ratings">
  <li><span class="icon-star"></span></li>
  <li><span class="icon-star"></span></li>
  <li><span class="icon-star"></span></li>
  <li><span class="icon-star-half"></span></li>
  <li></li>
</ul>
```

★★★⯨★

```css
<style>
  .ratings li {
    float: left;
    position: relative;
    font-size: 32px;
    line-height: 32px;
  }
  .ratings li:before {
    font-family: 'Icon-Font-Demo';
    color: #bbb;
    content: '\e004';
  }
  .ratings li + li {
    margin-left: 3px;
  }
  .icon-star,
  .icon-star-half {
    color: #ffbe00;
    position: absolute;
    left: 0;
  }

  /* If your set doesn't have a half star icon */
  .icon-star-half {
    width: 50%;
    overflow: hidden;
  }
  .icon-star-half:before{
    font-family: 'Icon-Font-Demo';
    content: '\e004';
  }
</style>
```

QUOTES

```html
1 ▼ <blockquote>
2     <p>Let me explain something to you. Um, I am not "Mr.
      Lebowski". You're Mr. Lebowski. I'm the Dude. So that's
      what you call me. You know, that or, uh, His Dudeness,
      or uh, Duder, or El Duderino if you're not into the
      whole brevity thing.</p>
3     <small>The Dude, <cite>The Big Lebowski</cite></small>
4 </blockquote>
5
6 ▼ <style>
7 ▼   blockquote {
8       padding: 0;
9       margin: 0 0 20px 60px;
10      position: relative;
11      font-size: 24px;
12      line-height: 1.3;
13      color: #888;
14    }
15 ▼   blockquote:before {
16      font-family: 'Icon-Font-Demo';
17      content: '\e034';
18      color: #82b548;
19      position: absolute;
20      top: 0;
21      left: -60px;
22      font-size: 44px;
23    }
24 </style>
```

66 Let me explain something to you. Um, I am not "Mr. Lebowski". You're Mr. Lebowski. I'm the Dude. So that's what you call me. You know, that or, uh, His Dudeness, or uh, Duder, or El Duderino if you're not into the whole brevity thing.

The Dude, *The Big Lebowski*

ALERTS

```html
<div class="announcement success">
  Hooray! It worked!
</div>

<div class="announcement error">
  Whoops! You screwed up.
</div>

<div class="announcement info">
  Just an FYI...
</div>

<div class="announcement alert">
  Head's up! Here's something you should know about.
</div>
```

✔ Hooray! It worked!

❗ Whoops! You screwed up.

ℹ Just an FYI...

⚠ Head's up! Here's something you should know about.

```css
<style>
.announcement {
    border: 1px solid;
    margin-bottom: 10px;
    border-radius: 4px;
    padding: 10px 15px 10px 15px;
}
.announcement:before {
    font-family: 'Icon-Font-Demo';
    margin-right: 5px;
    font-size: 20px;
}
.success {
    background-color: #eff5e7;
    border-color: #8eb316;
}
.success:before {
    content: '\e01c';
    color: #8eb316;
}
.error {
    background-color: #F9DADB;
    border-color: #cc2127;
}
.error:before {
    content: '\e00f';
    color: #cc2127;
}
.info {
    background-color: #f5f5f5;
    border-color: #999;
}
.info:before {
    content: '\e010';
    color: #999;
}
.alert {
    background-color: #fcf6d7;
    border-color: #d3d279;
}
.alert:before {
    content: '\e00e';
    color: #d3d279;
}
</style>
```

BUTTONS

```html
1 ▾ <ul class="tags">
2   <li><a href="#">Healthy Living</a></li>
3   <li><a href="#">Farm-to-Table</a></li>
4   <li><a href="#">Foodie</a></li>
5 </ul>
6
7 ▾ <ul class="actions">
8   <li><a href="#" class="icon-pencil"></a></li>
9   <li><a href="#" class="icon-trash"></a></li>
10  <li><a href="#" class="icon-comment"></a></li>
11 </ul>
```

♥ Healthy Living ⊕ Farm-to-Table ♥ Foodie

✏ 🗑 💬

```css
1 ▾ <style>
2   .tags li, .actions li { float: left; }
3   .tags li + li { margin-left: 5px; }
4 ▾ .tags a {
5     padding: 8px 10px;
6     border: 1px solid #999;
7     border-radius: 6px;
8     background-color: #fff;
9     display: block;
10  }
11 ▾ .tags a:before {
12    font-family: 'Icon-Font-Demo';
13    content: '\e003';
14    color: #999;
15    margin-right: 5px;
16    width: 16px;
17    text-align: center;
18    display: inline-block;
19  }
20 ▾ .tags a:hover:before {
21    content: '\e01b';
22    color: #999;
23  }
24   a.matching:before,
25 ▾ a.matching:hover:before {
26    content: '\e003';
27    color: #b3174f;
28  }
29 ▾ .actions {
30    display: inline-block;
31    border: 1px solid #bbb;
32    border-radius: 4px;
33    overflow: hidden;
34  }
35   .actions li + li {
36    border-left: 1px solid #bbb;
37  }
38 ▾ .actions a {
39    display: block;
40    color: #666;
41    background-image:
42      -webkit-linear-gradient(top, #FAFAFA, #EBEBEB);
43    font-size: 24px;
44    padding: 8px 16px;
45    text-shadow: 1px 1px 0 white;
46  }
47 ▾ .actions a:hover {
48    background-image:
49      -webkit-linear-gradient(top, #EBEBEB, #DBDBDB);
50  }
51 </style>
```

SPINNERS

```
 1   <span class="spinner"></span>
 2
 3▼  <style>
 4▼    @-keyframes rotate {
 5        0% { transform: rotate(0deg); }
 6        100% { transform: rotate(360deg); }
 7      }
 8▼    .spinner {
 9        animation: rotate 1s linear infinite;
10        font-family: "Icon-Font-Demo";
11        display: inline-block;
12      }
13▼    .spinner:before {
14        content: "\e035";
15        color: #333;
16        font-size: 44px;
17        line-height: 1;
18      }
19   </style>
```
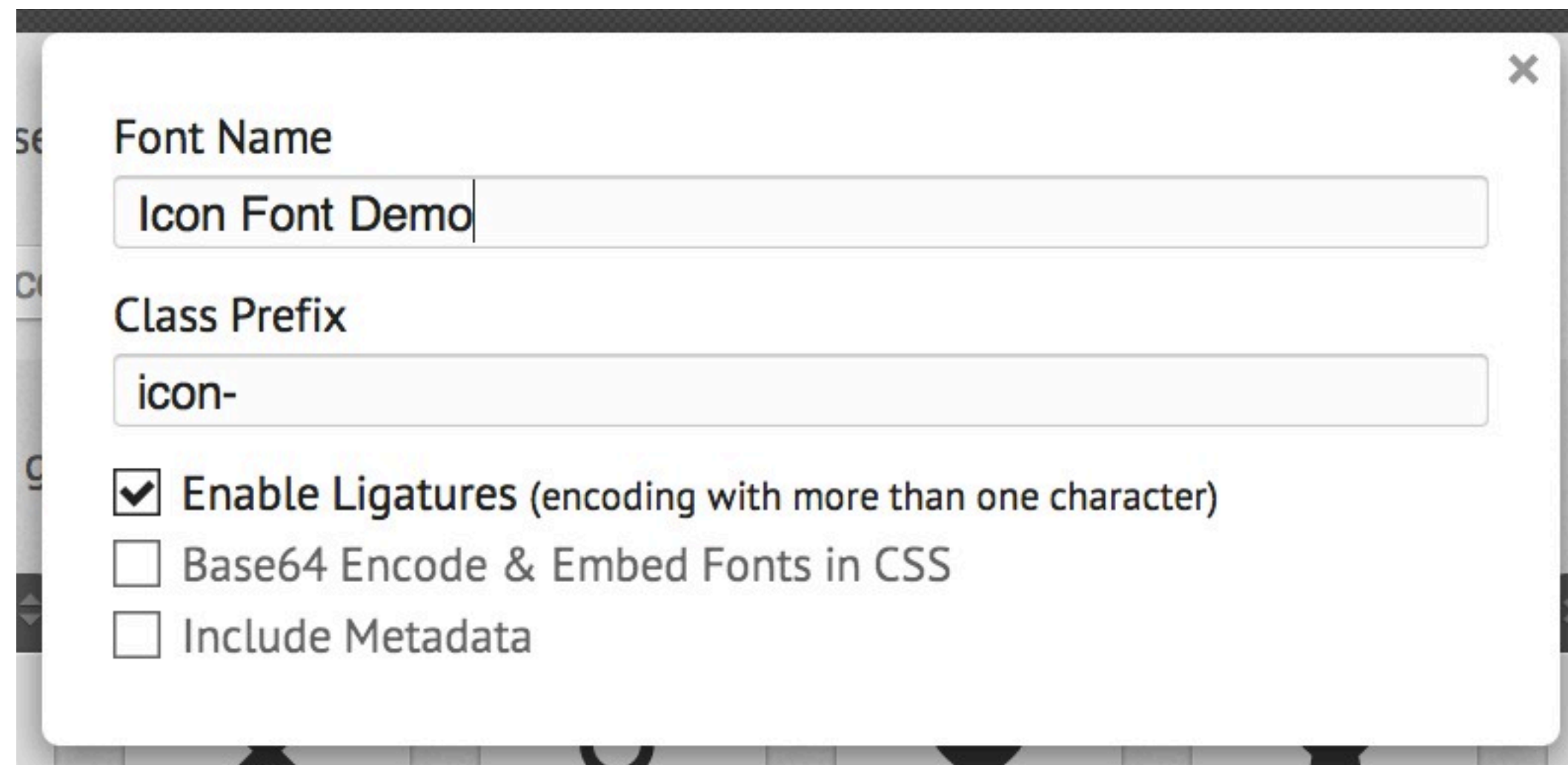
LOGOS

```
 1   <h1><a href="#" class="icon-groupon"></a></h1>
 2
 3▼  <style>
 4▼    h1 {
 5        background-color: #82b548;
 6        padding: 10px;
 7      }
 8▼    h1 a {
 9        text-decoration: none;
10        color: white;
11      }
12   </style>
```
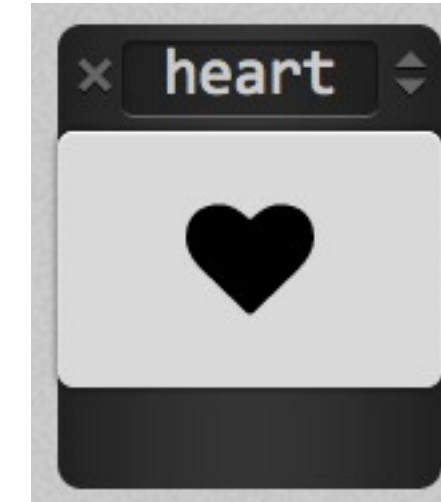
GROUPON

http://idol.pe/icon-font-demo

LIGATURES

Font Name

Icon Font Demo

Class Prefix

icon-

☑ **Enable Ligatures** (encoding with more than one character)
☐ Base64 Encode & Embed Fonts in CSS
☐ Include Metadata

heart

icon-font-demo.ttf

Turn T into 🖼 with magic

http://symbolset.com/

ICON FONTS ON GROUPON.COM

Before
(Sprites)

After
(Icon Font + CSS)

FURTHER READING

The Era of Symbol Fonts
http://alistapart.com/article/the-era-of-symbol-fonts

HTML for Icon Font Usage
http://css-tricks.com/html-for-icon-font-usage/

The Big List of Flat Icons & Icon Fonts
http://css-tricks.com/flat-icons-icon-fonts/

5 Use Cases for Icon Fonts
http://css-tricks.com/five-use-cases-for-icon-fonts/

Four Custom Icon Font Generators Compared
http://designshack.net/articles/css/four-custom-icon-font-generators-compared/

Making Accessible Icon Buttons
http://www.nczonline.net/blog/2013/04/01/making-accessible-icon-buttons/

Icon Stacks
http://conor.cc/posts/icon-stacks

THANK YOU!

Questions?

http://idol.pe/icon-font-repo

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