

# ICON FONTS FTW

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# WHY SPRITES SUCK

- **Difficult to maintain**
- **One giant file; may contain unnecessary icons**
- **Icons look like ass on high pixel density displays (Retina)**
- **Browsers don't print background images by default**

# WHOOOPS.


## 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](#)

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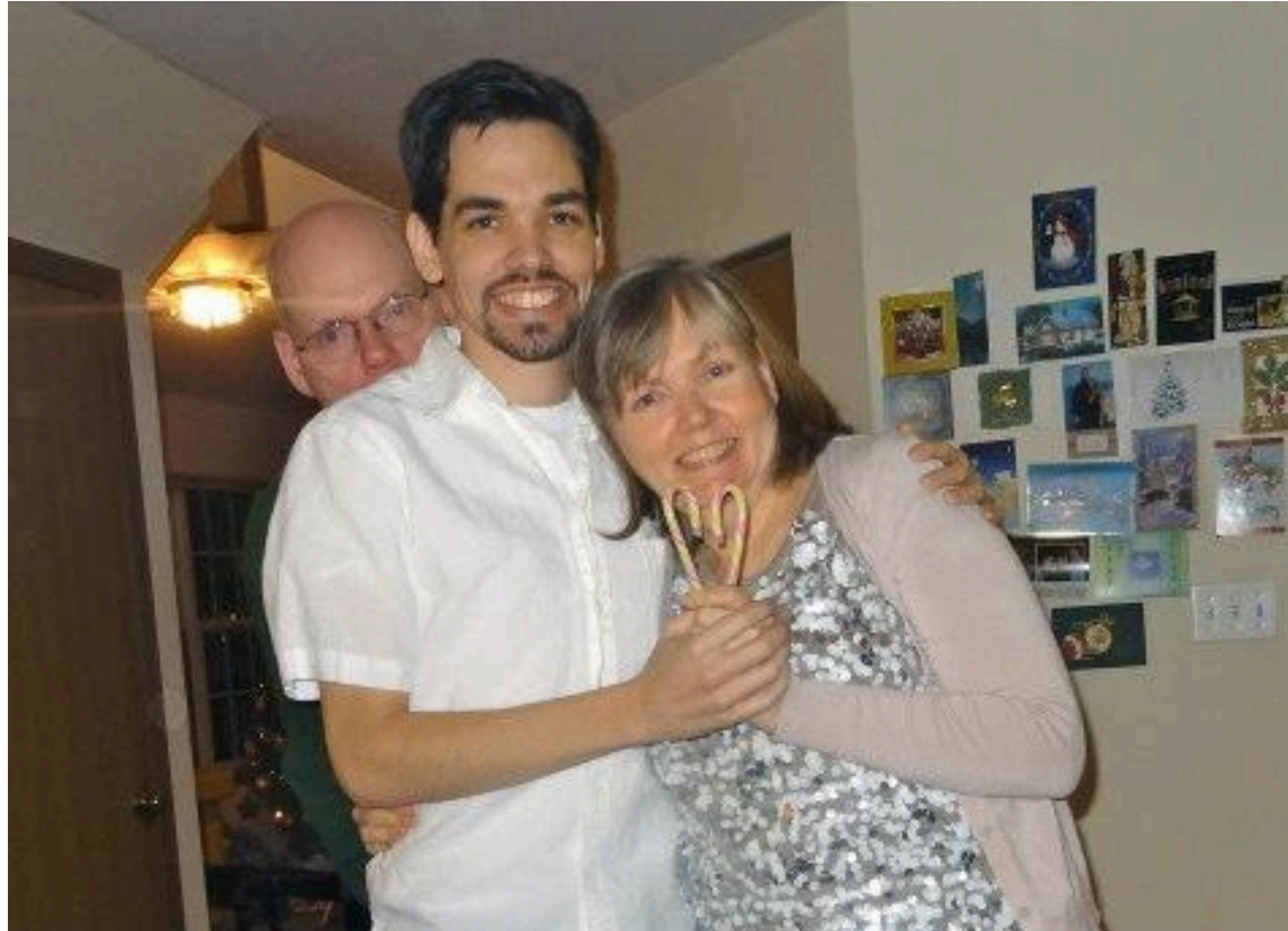
## Groupon: Collective Buying Power

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- [Goods](#)
- [Gifts](#)
- [Mike A.](#)
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  - [Bars](#)
  - [Breakfast](#)
  - [Caribbean](#)
  - [Coffee & Treats](#)
  - [European](#)
  - [French](#)
  - [Greek](#)
  - [Grocery](#)
  - [Indian](#)
  - [Italian](#)
  - [Mexican](#)
  - [Middle Eastern](#)
  - [Sandwich/Deli](#)
  - [Seafood](#)

**BUT MIKE, WHO PRINTS OUT WEBSITES?**

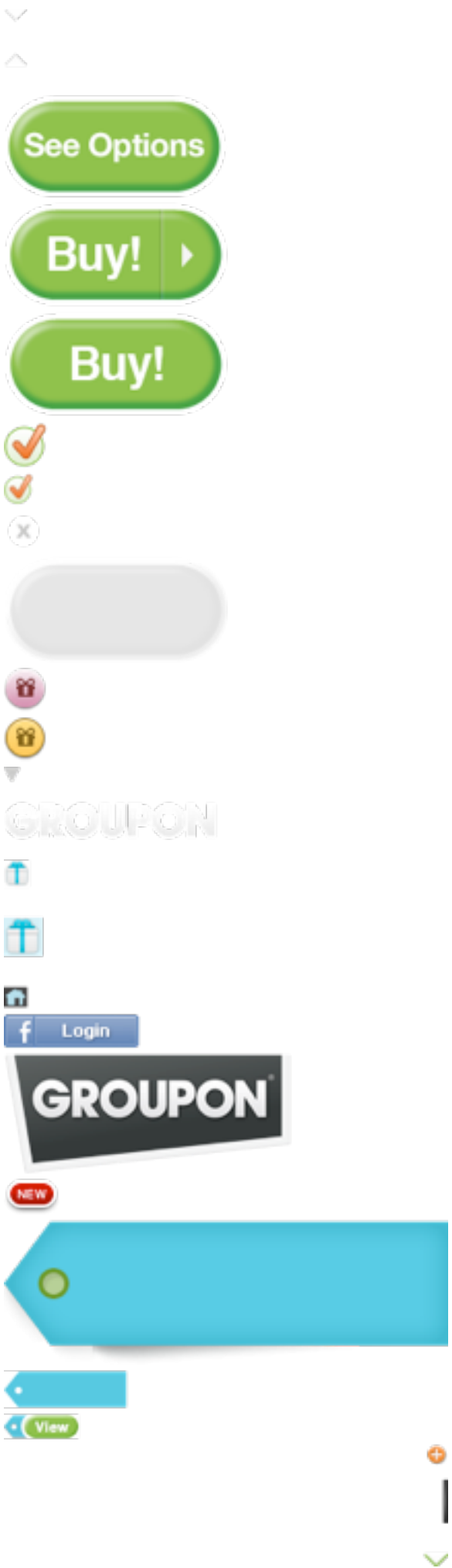


# BUT MIKE, WHO PRINTS OUT WEBSITES?



**My mom.**

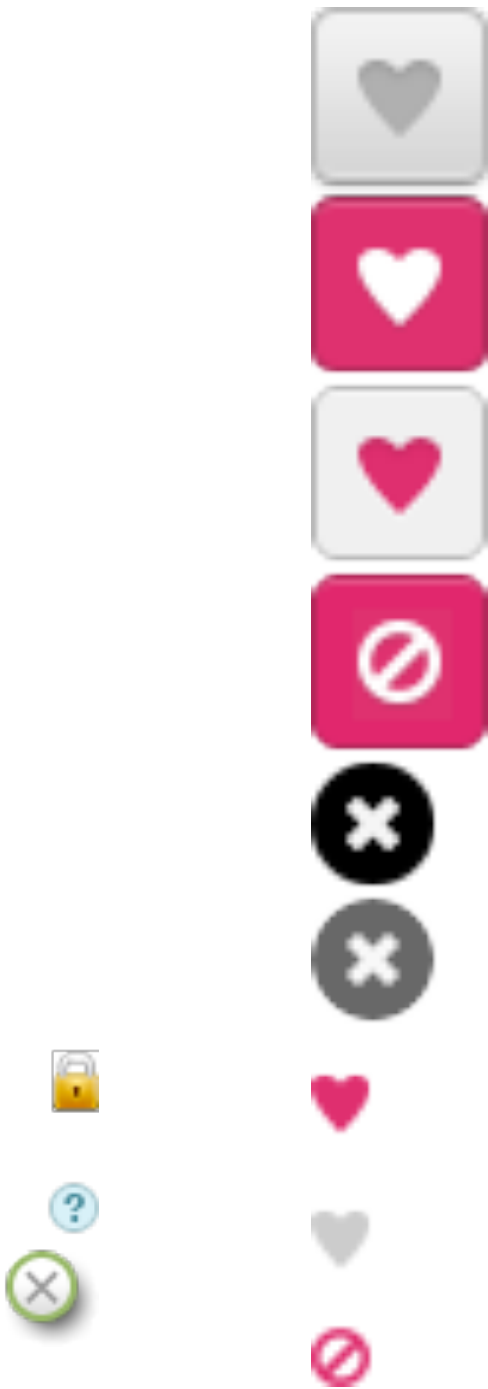
# GROUPON SPRITE INVENTORY



common.png  
61k



checkout.png  
39k



heartx.png  
5k



places-profile-icons.png  
2k



personalization.png  
8k



map-pointers.png  
2k



share-sprite.png  
2k



star-rating.gif  
2k



bg-refer\_cta\_sprite.png  
1k



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- **Janky, outdated social icons**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

CSS-TRICKS

[Back Home](#)  
[More Demos](#)

## Icon Fonts are Awesome

1. Because you can easily change the size









2. Because you can easily change the color

3. Because you can easily shadow their shape

4. Because they can have transparent knockouts, which work in IE6 unlike alpha transparent pngs.

5. Because you can do all the other stuff image based icons can do, like change opacity or rotate or whatever.

6. You'll be able to do things like add strokes to them with `text-stroke` or add gradients/textures with `background-clip: text`; once browser support is a bit deeper.

					
					
<code>data-icon="&amp;#x21dd;"</code>	<code>data-icon="&amp;#x25cc;"</code>	<code>data-icon="&amp;#x25a8;"</code>	<code>data-icon="&amp;#x25ce;"</code>	<code>data-icon="&amp;#x002b;"</code>	<code>data-icon="&amp;#x2600;"</code>

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)**
- **index.html**

```
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>
```



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



# SOCIAL ICONS

```
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>
```



```
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

```
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>
```



```
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

```
1▼ <ul class="ratings">
2  <li><span class="icon-star"></span></li>
3  <li><span class="icon-star"></span></li>
4  <li><span class="icon-star"></span></li>
5  <li><span class="icon-star-half"></span></li>
6  <li></li>
7 </ul>
```



```
1▼ <style>
2▼ .ratings li {
3  float: left;
4  position: relative;
5  font-size: 32px;
6  line-height: 32px;
7  }
8▼ .ratings li:before {
9  font-family: 'Icon-Font-Demo';
10 color: #bbb;
11 content: '\e004';
12 }
13 .ratings li + li {
14 margin-left: 3px;
15 }
16 .icon-star,
17▼ .icon-star-half {
18 color: #ffbe00;
19 position: absolute;
20 left: 0;
21 }
22
23 /* If your set doesn't have a half star icon */
24▼ .icon-star-half {
25 width: 50%;
26 overflow: hidden;
27 }
28▼ .icon-star-half:before {
29 font-family: 'Icon-Font-Demo';
30 content: '\e004';
31 }
32 </style>
```



# QUOTES

```
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>
```



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

```
1 <div class="announcement success">
2   Hooray! It worked!
3 </div>
4
5 <div class="announcement error">
6   Whoops! You screwed up.
7 </div>
8
9 <div class="announcement info">
10  Just an FYI...
11 </div>
12
13 <div class="announcement alert">
14  Head's up! Here's something you should know about.
15 </div>
```

✓ Hooray! It worked!

! Whoops! You screwed up.

i Just an FYI...

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

```
1 <style>
2   .announcement {
3     border: 1px solid;
4     margin-bottom: 10px;
5     border-radius: 4px;
6     padding: 10px 15px 10px 15px;
7   }
8   .announcement:before {
9     font-family: 'Icon-Font-Demo';
10    margin-right: 5px;
11    font-size: 20px;
12  }
13  .success {
14    background-color: #eff5e7;
15    border-color: #8eb316;
16  }
17  .success:before {
18    content: '\e01c';
19    color: #8eb316;
20  }
21  .error {
22    background-color: #F9DADB;
23    border-color: #cc2127;
24  }
25  .error:before {
26    content: '\e00f';
27    color: #cc2127;
28  }
29  .info {
30    background-color: #f5f5f5;
31    border-color: #999;
32  }
33  .info:before {
34    content: '\e010';
35    color: #999;
36  }
37  .alert {
38    background-color: #fcf6d7;
39    border-color: #d3d279;
40  }
41  .alert:before {
42    content: '\e00e';
43    color: #d3d279;
44  }
45 </style>
```



# BUTTONS

```
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



```
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>
```



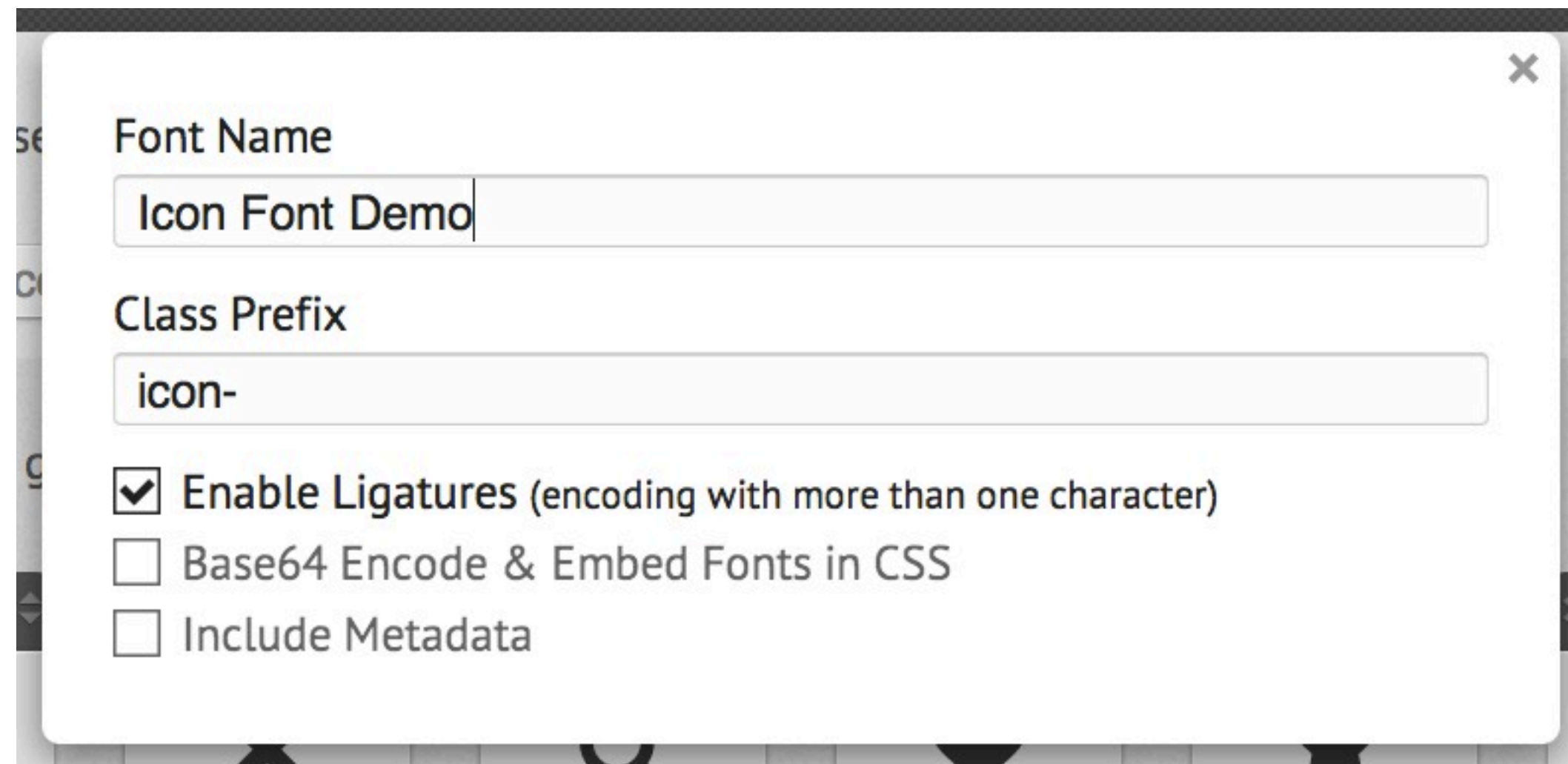
# LOGOS

```
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**



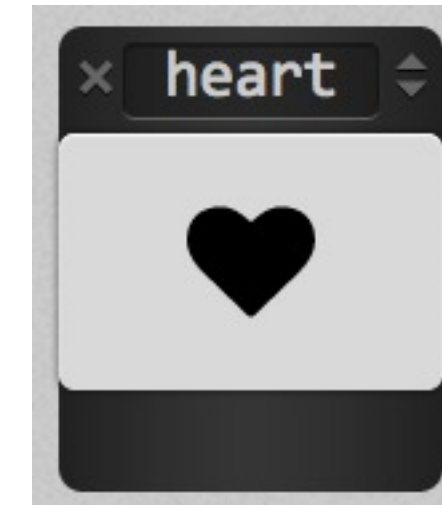
# LIGATURES



Font Name  
Icon Font Demo

Class Prefix  
icon-

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



**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/>

# THANK YOU!

## Questions?

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

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