

Templates & Typography

Building visually beautifully designed websites inside and out.

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Instructor / Developer

ASSIGNMENT REVIEW

TYPOGRAPHY

WHAT IS TYPOGRAPHY?

Text
vs
Typography



TYPOGRAPHY

The visual component of the written word.

Why does this matter?

It's about utility,
legibility, and design.

Some Vocabulary

typeface

font

cap height, x-height

baseline

descender, ascender

serif, sans serif, text

color, weight



from languageandletterforms.wordpress.com

Serif vs Sans Serif

Text

Text



I shot the serif.

Print vs Web



Including a Web Font

```
@font-face {  
  font-family: 'MyWebFont';  
  src: url('WebFont.eot');  
  src: url('WebFont.eot?iefix') format('eot'),  
        url('WebFont.woff') format('woff'),  
        url('WebFont.ttf') format('truetype'),  
        url('WebFont.svg#webfont') format('svg');  
}
```

Including a Web Font

```
body {  
  font-family: Cambria, "Hoefler Text", Utopia, "Liberation  
  Serif", "Nimbus Roman No9 L Regular", "Times New Roman  
  serif;  
}
```

Common Font Stacks

Here are some listed for body text:

- Baskerville, 'Times New Roman', Times, serif
- Garamond, 'Hoefler Text', 'Times New Roman', Times, serif
- Geneva, 'Lucida Sans', 'Lucida Grande', 'Lucida Sans Unicode', Verdana, sans-serif
- GillSans, Calibri, Trebuchet, sans-serif

Common Font Stacks

Garamond, 'Hoefler Text',
'Times New Roman', Times,
serif

Common Font Stacks

For headlines:

- Georgia, Times, 'Times New Roman', serif
- Palatino, 'Palatino Linotype', 'Hoefler Text', 'Times New Roman', serif
- Tahoma, Verdana, Geneva
- Trebuchet, Tahoma, Arial, sans-serif

Common Font Stacks

Trebuchet, Tahoma,
Arial, sans-serif

Common Font Stacks

Trebuchet, Tahoma,
Arial, sans-serif

Common Font Stacks

Self-hosted

More control over fonts

Use the exact typeface you want

May require web license

Hosted

Ease of use

Often flexible with licensing

across typefaces

Reliant on third-party

Font Scale

the rhythm of your content

pixel

em

rem

Pixels

a static choice

```
body {  
    font-size: 16px;  
}  
  
span {  
    font-size: 20px;  
}
```

Ems

a dynamic option

```
body {  
    /*  
        font-size 1em = 10px on default browser  
        settings  
    */  
    font-size: 62.5%;  
}  
  
span {  
    /* 1.6em = 16px */  
    font-size: 1.6em;  
}
```


Rems

a more predictable em

```
html {  
    /* font-size 1em = 10px on default  
    browser settings */  
    font-size: 62.5%;  
}  
  
span {  
    font-size: 1.6rem;  
}
```

Typographic Scale



A Few Resources

www.google.com/fonts

teamtreehouse.com/library/web-typography

practicaltypography.com/

typecast.com/blog/a-more-modern-scale-for-web-typography

type-scale.com

Thank you!

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Code Fellows

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