

FONT FAMILY

Rufina Rokkitt
Questrial *Lobster*

RELATIVE FONT SIZES

Title Heading Subheading
3.998em 2.827em 1.999em

INDENT STYLE

Dis nec nascetur adipiscing a nec sed scelerisque urna sem dignissim vestibulum eget lorem vestibulum.

Dis nec nascetur adipiscing a nec sed scelerisque urna sem dignissim vestibulum eget lorem vestibulum.

VERTICAL SPACING

Dis nec nascetur adipiscing a nec sed scelerisque urna sem dignissim vestibulum eget lorem vestibulum.

Dis nec nascetur adipiscing a nec sed scelerisque urna sem dignissim vestibulum eget lorem vestibulum.

TEXT ALIGNMENT

Dis nec nascetur adipiscing a nec sed scelerisque urna sem dignissim vestibulum eget lorem vestibulum.

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LINE LENGTH

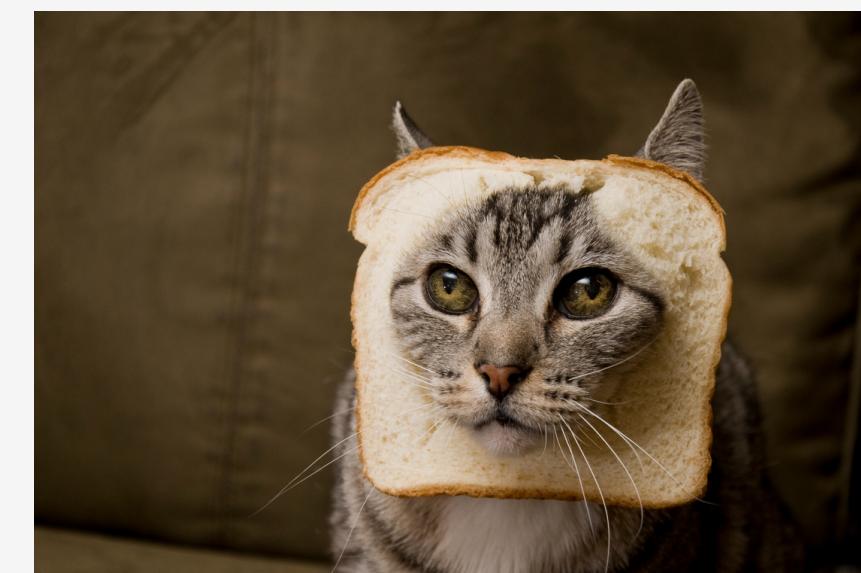
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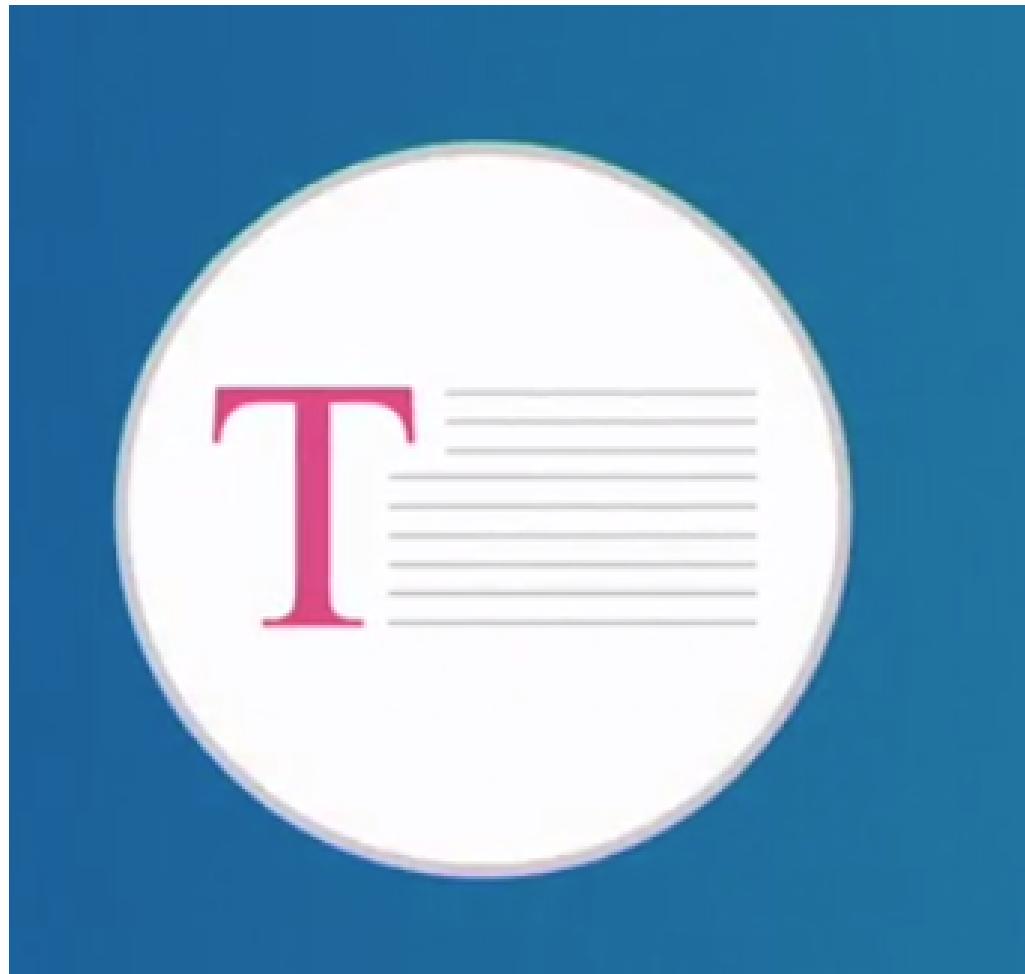
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Web Typography

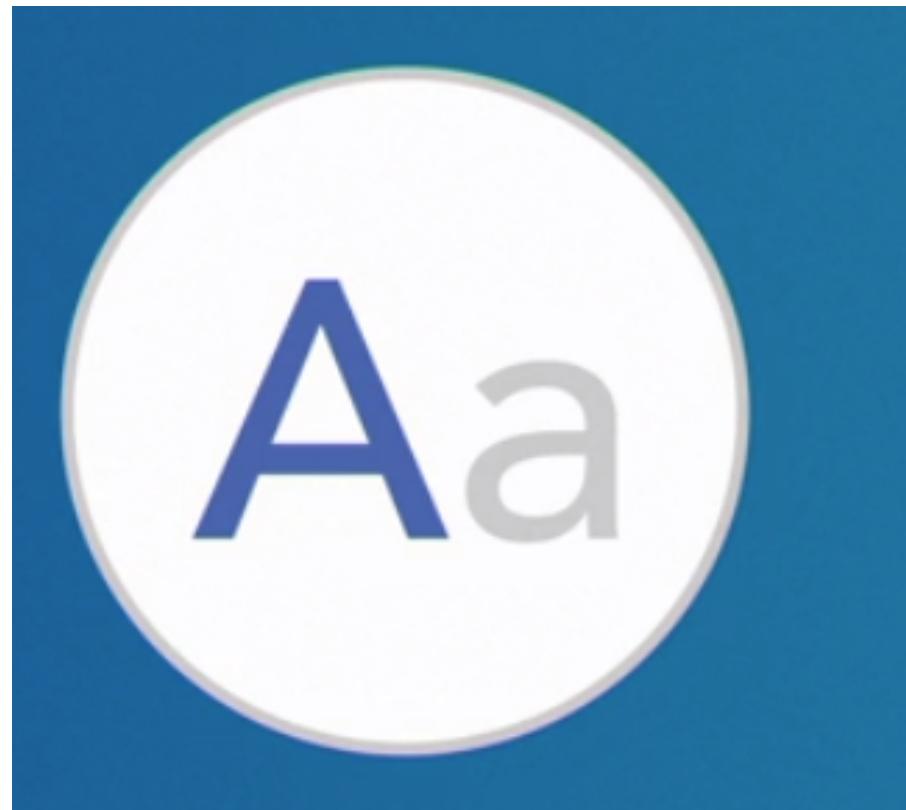
Web Typography simply refers to the appearance of all the text on your website.





Typography

Arranging type for readability and to engage and communicate with the reader.



Typeface

A set of fonts designed with common characteristics, composed of glyphs.

Font Vs Typeface

The main difference between a ‘font’ and a ‘typeface’ is that the former exists as part of the latter.

Helvetica, for instance, is a typeface – a complete set of sans serif characters with a common design ethos. However, it is made up of a whole collection of fonts, each in a specific weight, style and size, with different levels of condensation as well as italic versions.

CSS TEXT PROPERTIES

- font-size
- font-family
- font-weight
- font-style
- text-transform
- text-decoration
- text-shadow
- text-align
- text-overflow
- line-height
- letter-spacing
- word-spacing
- text-overflow
- direction



...And many more!



ESSENTIAL CSS UNITS

- Pixels - 10px
- Percentages - 10%
- em - 10em
- rem - 10rem
- vh - 10vh
- vw - 10vw

Relative length units

Unit Relative to

- em Font size of the element.
- **ex** x-height of the element's font.
- **cap** Cap height (the nominal height of capital letters) of the element's font.
- rem Font size of the root element.
- **lh** Line height of the element.
- **rlh** Line height of the root element.
- Percentage
- vw 1% of viewport's width.
- vh 1% of viewport's height.
- **vi** 1% of viewport's size in the root element's inline axis.
- **vb** 1% of viewport's size in the root element's block axis.
- **vmin** 1% of viewport's smaller dimension.
- **vmax** 1% of viewport's larger dimension.



Absolute Length Units

Unit Name	Equivalent to
• cm	Centimeters 1cm = 96px/2.54
• mm	Millimeters 1mm = 1/10th of 1cm
• Q	Quarter-millimeters 1Q = 1/40th of 1cm
• in	Inches 1in = 2.54cm = 96px
• pc	Picas 1pc = 1/16th of 1in
• pt	Points 1pt = 1/72th of 1in
• px	Pixels 1px = 1/96th of 1in

PX is by far the most commonly used absolute unit. However, using PX is not recommended for responsive websites.

Percentages

Percentages are always relative to some other value.

It can be a value from the parent but it can also be a value from the element itself. This is determined by if it the unit is being used on a length or text/font property.

width: 50% - half the width of the parent.

line-height: 50% - half the font-size of the element itself.

EM

Em's are also a relative unit.

With font-size, 1em equals the font-size of the parent, 2em will equal twice the font size of the parent, etc...

With other properties, 1em is equal to the computed font-size of the element itself.

REM

AKA - ROOT EMS

REM will be relative to the root html element's font-size. Usually easier to work with since sizing will all be based off of the root html element.

If the root font-size is 20px, 1 rem is always 20px, 2 rem is always 40px, etc...

VW & VH

VIEW HEIGHT AND VIEW WIDTH

1vw is 1% of the width of the viewport.

1vh is 1% of the height of the viewport.

EX: Height: 100vh would make an element take up the full height on the screen.

What unit should I use?

PX - avoid for font-sizes. Okay to use for small details like borders & shadows but I'd generally suggesting using something dynamic.

REM/EM - Good for font-sizes and often padding/margin. Choose REM for sizing / spacing. EM can be good for Media Queries.

VW/VH - Good for larger layout concerns.

WEB FONTS

WEB SAFE FONTS
& CUSTOM FONTS



ANATOMY OF A FONT

A SINGLE FONT "FAMILY" IS MADE UP OF MULTIPLE FONT "FACES".

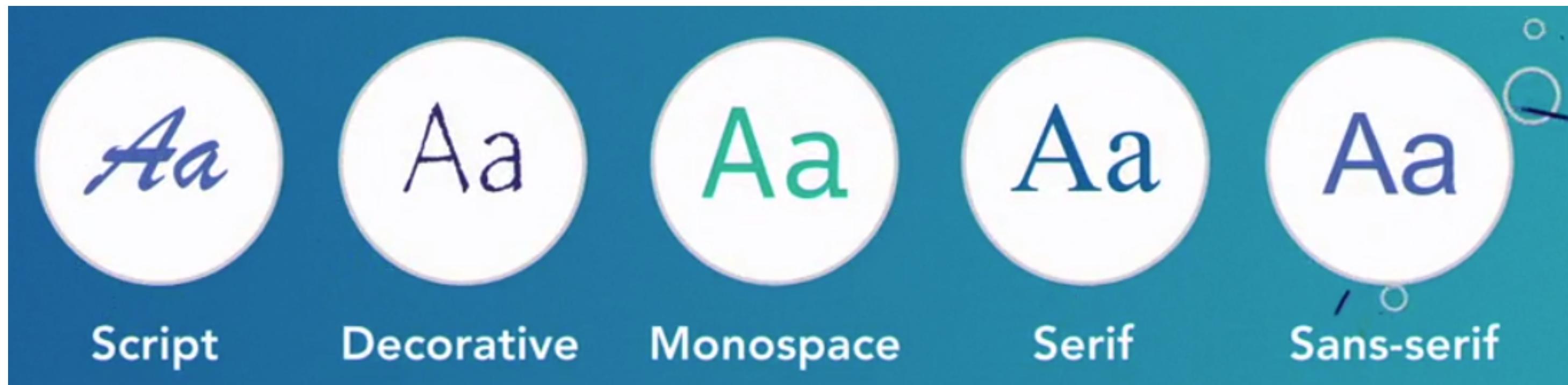
EACH FONT FACE IS A DIFFERENT WEIGHT OR STYLE IN THE FAMILY.

"WEIGHT" REFERS TO THE BOLDNESS OF A PARTICULAR FACE, AND "STYLE" REFERS TO WHETHER IT'S ROMAN (UPRIGHT), ITALIC, CONDENSED, EXTENDED, OR SOME OTHER VARIANT IN THE FAMILY.

Roboto Light



Five types of Type Faces



Times New Roman

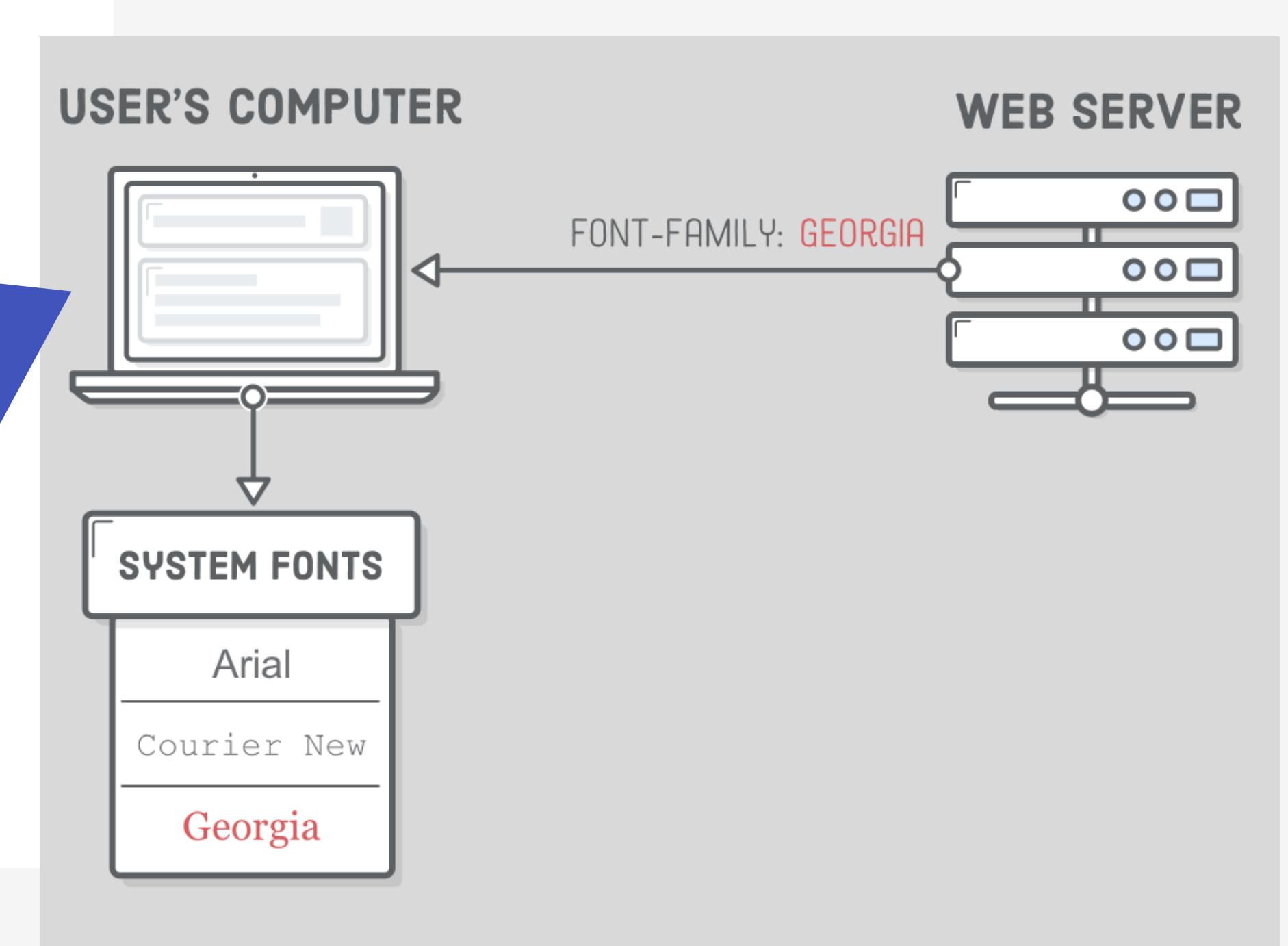
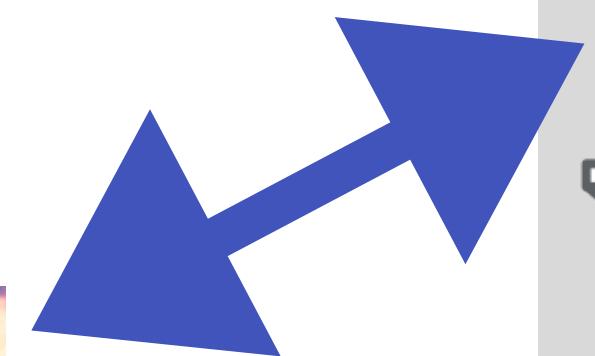
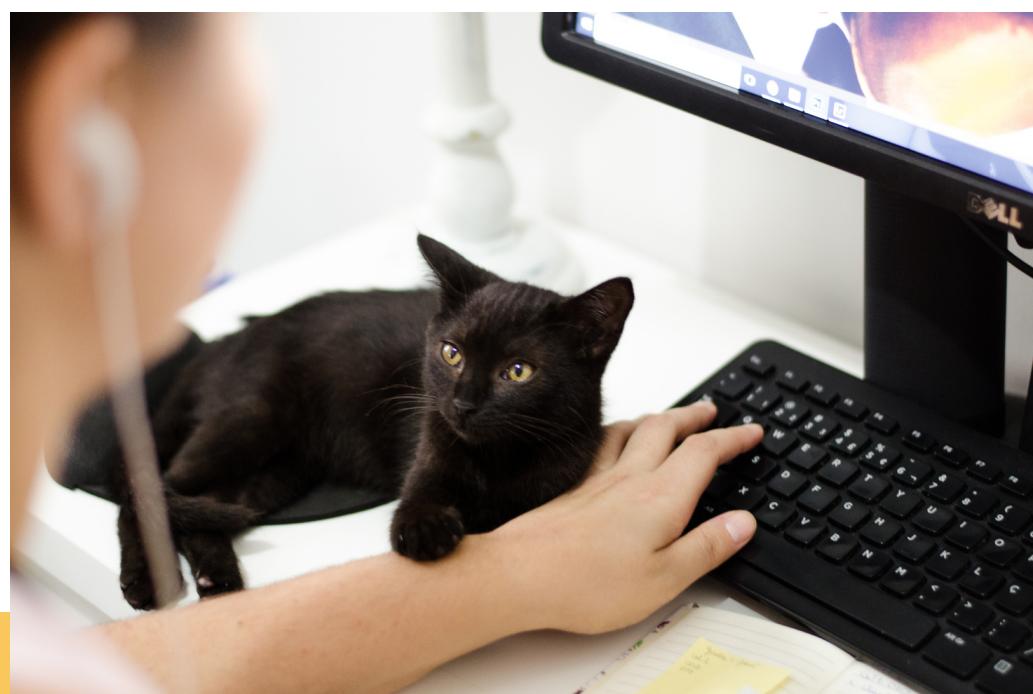
Times New Roman is often used for legal documents because it's thought to convey a traditional formality.

Comic Sans

Designed to be a casual font. It made it popular for children's material. Many people found it inappropriate to use for serious information. A ban Comic Sans movement was even started.

Web Safe Fonts

Web safe fonts are a collection of fonts that come pre-installed on computers. There used to be no such thing as a custom font file that you could send to browsers to use on your website.

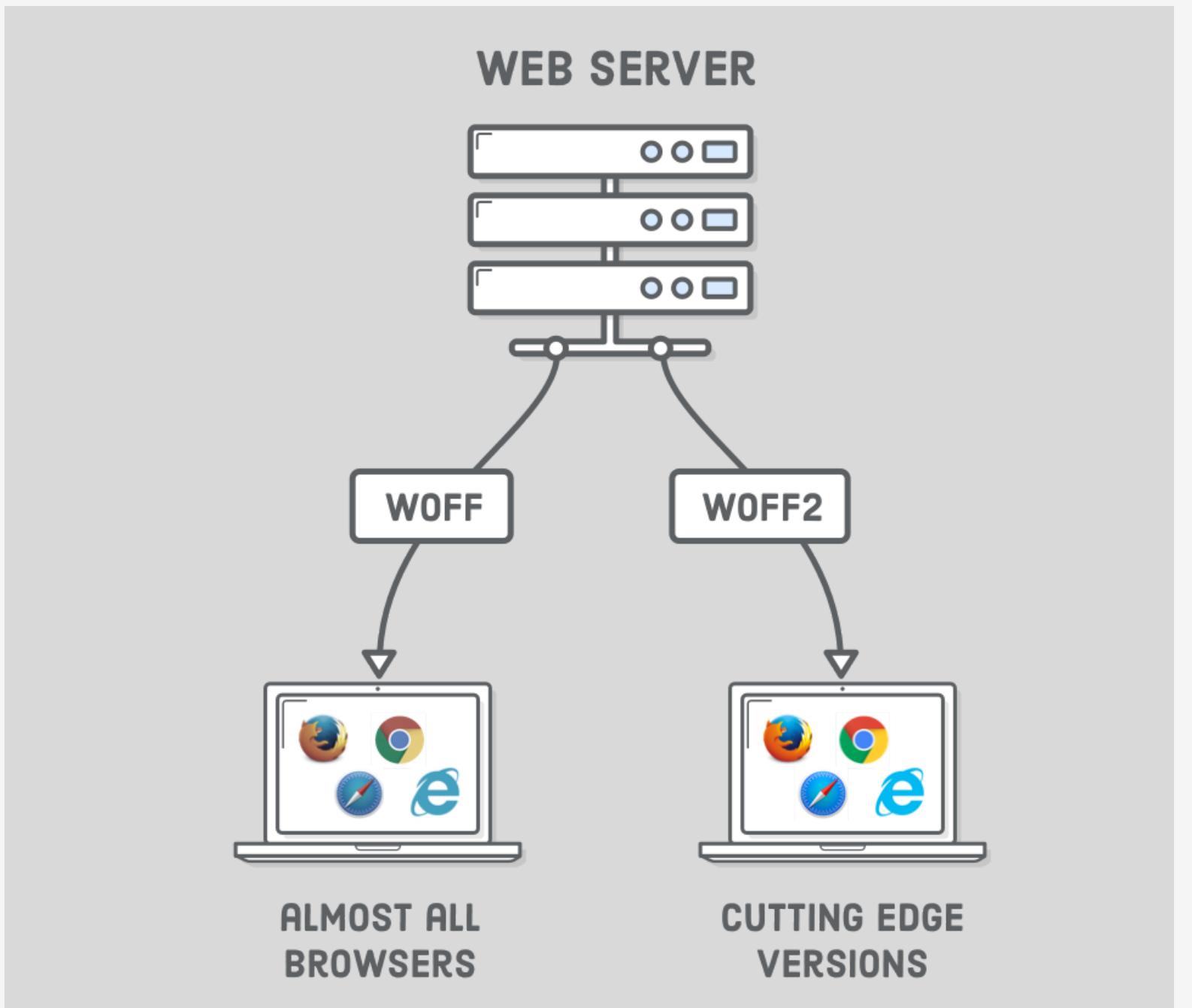


Custom Web Fonts

Browsers didn't even begin supporting custom web fonts until around 2010. Around this time there was a lot more variation in the types of file formats required by browsers/devices.

Fortunately, the industry has since standardized on the Web Open Font Format (WOFF) so things are much simpler now.

Over 90% of modern browsers now support .woff fonts and support for it's next evolution, .woff2, is growing. With .woff2 we can look forward to a reduction in file size which will result in better performance



Where to Find Web Fonts

You'll find tons of resources online for both free and premium web fonts. Some of these resources offer both web and desktop fonts (.otf and .ttf). Woff is designed specifically for the web whereas desktop fonts have extra functionality.

I'd recommend Google Fonts since it's free, of good quality, and offers a decent selection.

Website	Price	Quality	Selection
<u>Font Squirrel</u>	Free	Hit-or-Miss	Huge
<u>Google Fonts</u>	Free	Good	Decent
<u>Fontspring</u>	Expensive	Excellent	Huge

References

- [CSS Font Stack](#)- shows systems availability of fonts
- [myfonts.com](#) - another fonts site.
- [MDN Font-Family](#)
- [The 100 Best Free Fonts](#)
- [Pocket Guide to Typography](#)
- [TypeTester](#) - Compare and test more than 2200 type faces.
- [My CodePen Collection](#)