Typography ••••

What is typography?

Text vs Typography

Chattahoochee River National Recreation Area EXIT 2 MILES

Exit 198a

Chattahoochee River National Recreation Area Exit 2 Miles

from Matthew Butterick practicaltypography.com

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

mean line ascender height

cap height median

mean line baseline

descent descender height

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');
}
```

Font Stacking

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

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

Rems

a more predictable em

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