Web Typography

Typography

The visual design of the written word

Typography

For the benefit of the reader, not the writer.

Writer	Reader
High attention span	Low attention span
High interest in topic	Medium-low interest in topic

Typography

Good typography counteracts low attention spans by creating interesting and pleasing looking content for the reader.

Most readers are looking for reasons to stop reading

Typography

Good typography reinforces the meaning and purpose of the text

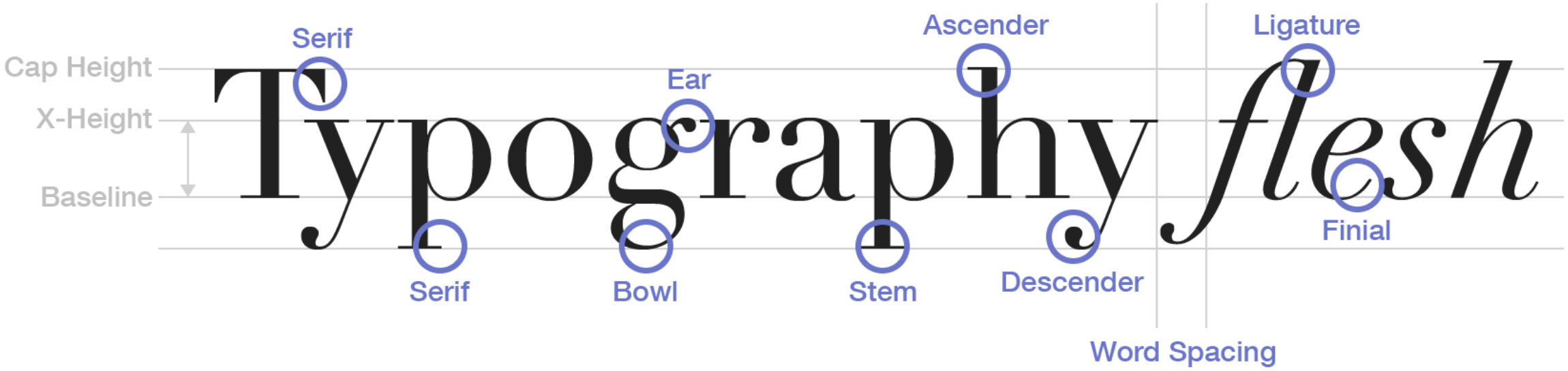
Typography

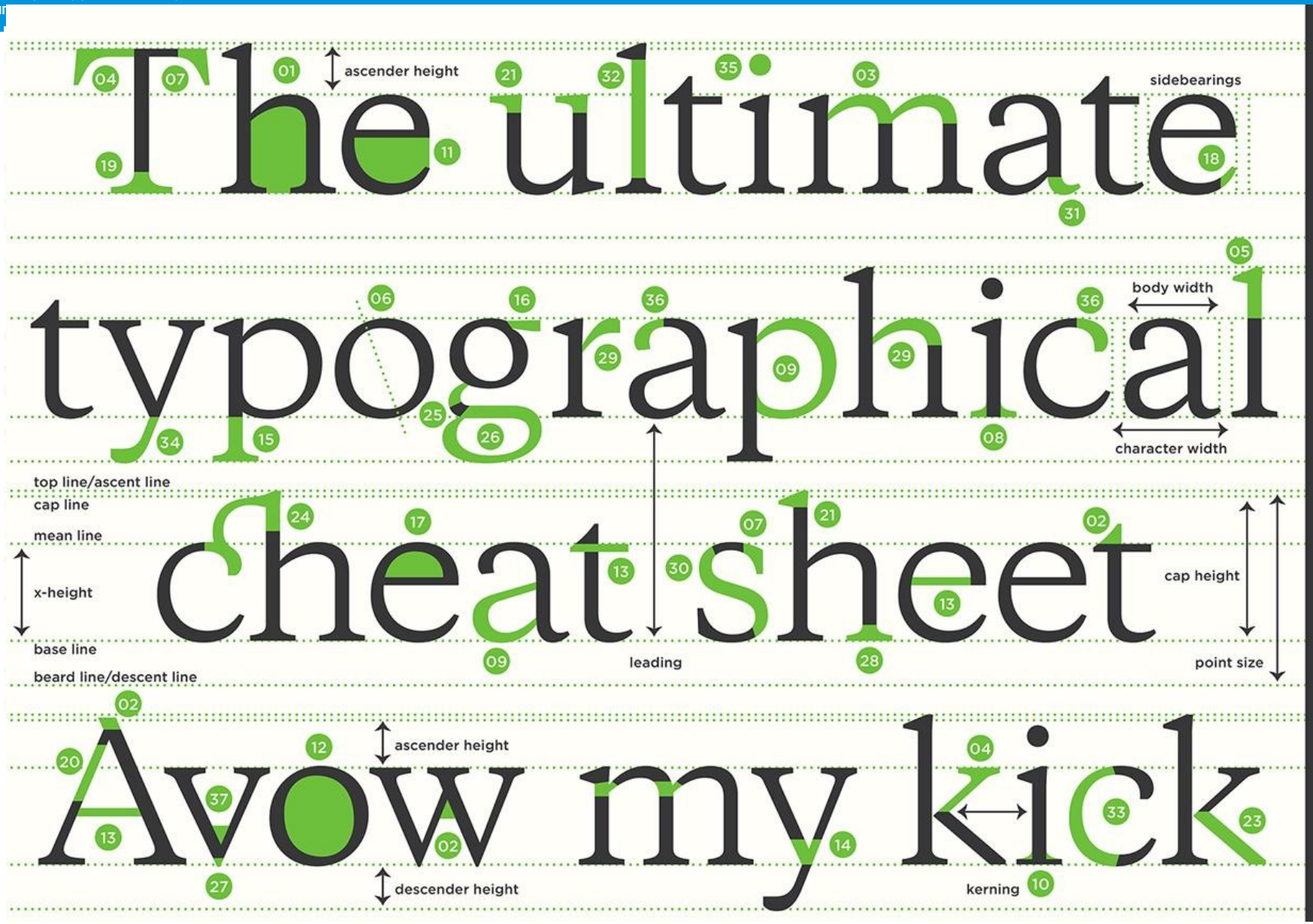
Exit 198a
Chattahoochee River
National Recreation Area
Exit 2 Miles

Typography

EXIT 198A
Chattahoochee River
National Recreation Area
EXIT 2 MILES

Anatomy of a typeface





Glossary of terms

01 APERTURE
02 APEX
03 ARC
04 ARM
05 ASCENDER
06 AXIS
07 BEAK
08 BILATERAL SERIF
09 BOWL
10 BRACKET
11 COUNTER (open)
12 COUNTER (closed)
13 CROSSBAR
14 CROTCH
15 DESCENDER
16 EAR
17 EYE
18 FINIAL
19 FOOT
20 HAIRLINE (stroke)
21 HEAD SERIF
22 JOINT
23 LEG
24 LIGATURE
25 LINK/NECK
26 LOOP
27 OVERHANG
28 SERIF
29 SHOULDER
30 SPINE
31 SPUR
32 STEM
33 STRESS
34 TAIL
35 TITTLE
36 TERMINAL
37 VERTEX

TYPEFACES USED

Galaxie Copernicus
Gotham

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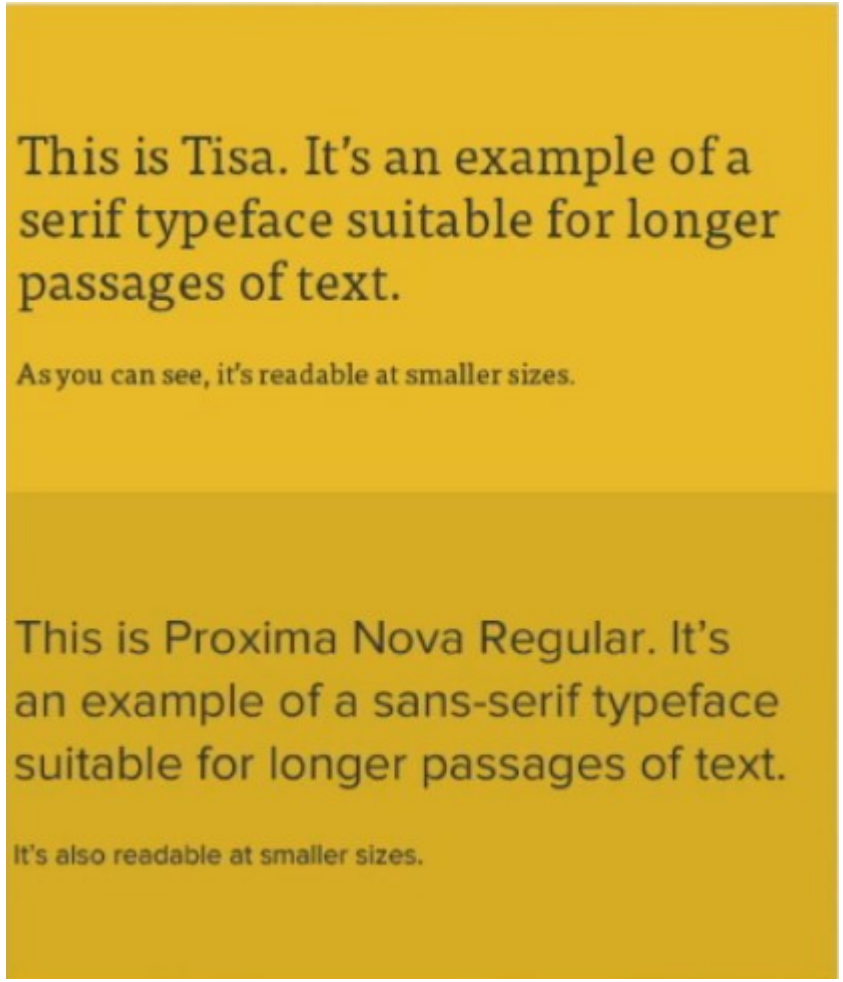
https://ae2scommunications.com/choosing-the-right-font-for-the-right-message/

Legibility & Readability

- Legibility – recognition of individual letter forms and their relative position to other letters

- Readability – how the typography is presented to the viewer as words, lines and paragraphs



Legibility	Arial seems easy enough to understand	WHEREAS MESQUITE POSES A BIT OF A CHALLENGE
Readability	You'll want to use type that's comfortable like	Not Letter Gothic as it might be harder to read
Content	**Impact for a Headline**	**Not forcing Impact by lumping together important, wordy information. Unless you don't like happy subscribers.**
Context	Times New Roman for financial matters	Comic Sans for financial matters? Let's not, ever.

http://www.designerama.co.za/blog/creating-emails-that-pop-basics-of-design-layout/

Typeface vs. Font?

Helvetica

Helvetica.ttf

For the Web

System Fonts (Web Safe Fonts)

Sans-serif

- Arial, Calibri, Helvetica, Verdana

Serif

- Times New Roman, Georgia, Lucida, Cambria

Monospace

- Courier New, Lucida Sans Typewriter

Fantasy

- Impact, Copper Plate, Papyrus (Don’t use unless your building a website for a Yoga Studio)

Cursive

- Brush Script Std, Comic Sans (Don’t use unless you want to fail the class)

Serif

Times New Roman

Sans-Serif

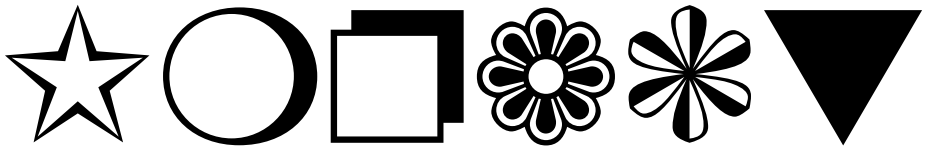
Arial Typeface

Monospace

Courier New

Courier New

Fantasy



Papyrus

Cursive

Brush Script

Comic Sans (Seriously… don’t use this font…)

Font-Family

```
body{
  font-family: helvetica, arial, sans-serif;
}
```

Pros:

- No licensing
- Easy to use

Cons:

- Limited choices
- Fonts must be installed on users computer
- User control over your design

Contrast

Helvetica

Bodoni

Higher contrast fonts tend to be better suited for short lengths of text because they can be burdensome to read in longer spans…

Weight

100 Thin
200 Light
300 Book
400 Regular
500 Medium
600 DemiBold
700 Bold
800 ExtraBold
900 Heavy

Weight

```
body{
    font-family:helvetica, arial, sans-serif;
    font-weight:800;
}
```

Not all typefaces have every weight option available

Font Size

Point

8
9
10
11
12
14
18
24
36
48
60
72

Font Size

1 point = 1/72in.

Default Browser Font Size: 16px

Pixel sizes?

- Slight differences vs. pt
- Pixel values don’t scale well

EMs

.75em = 75% = figcaption

1em = Default browser font size = p, body

1.5em = 150% = h2

2em = 200% = h1

Em vs. px. Vs. %

PIXELS
PERCENTAGES
EMS
TWELVE PIXEL SCALE
h1 24px
h2 18px
h3 14px
body 12px
=
h1 200%
h2 150%
h3 117%
body 75%
=
h1 1.5em
h2 1.3em
h3 1.17em
body 100%
p 0.75em
SIXTEEN PIXEL SCALE
h1 32px
h2 24px
h3 18px
body 16px
=
h1 200%
h2 150%
h3 133%
body 100%
=
h1 2em
h2 1.5em
h3 1.125em
body 100%
p 1em

@Font-Face

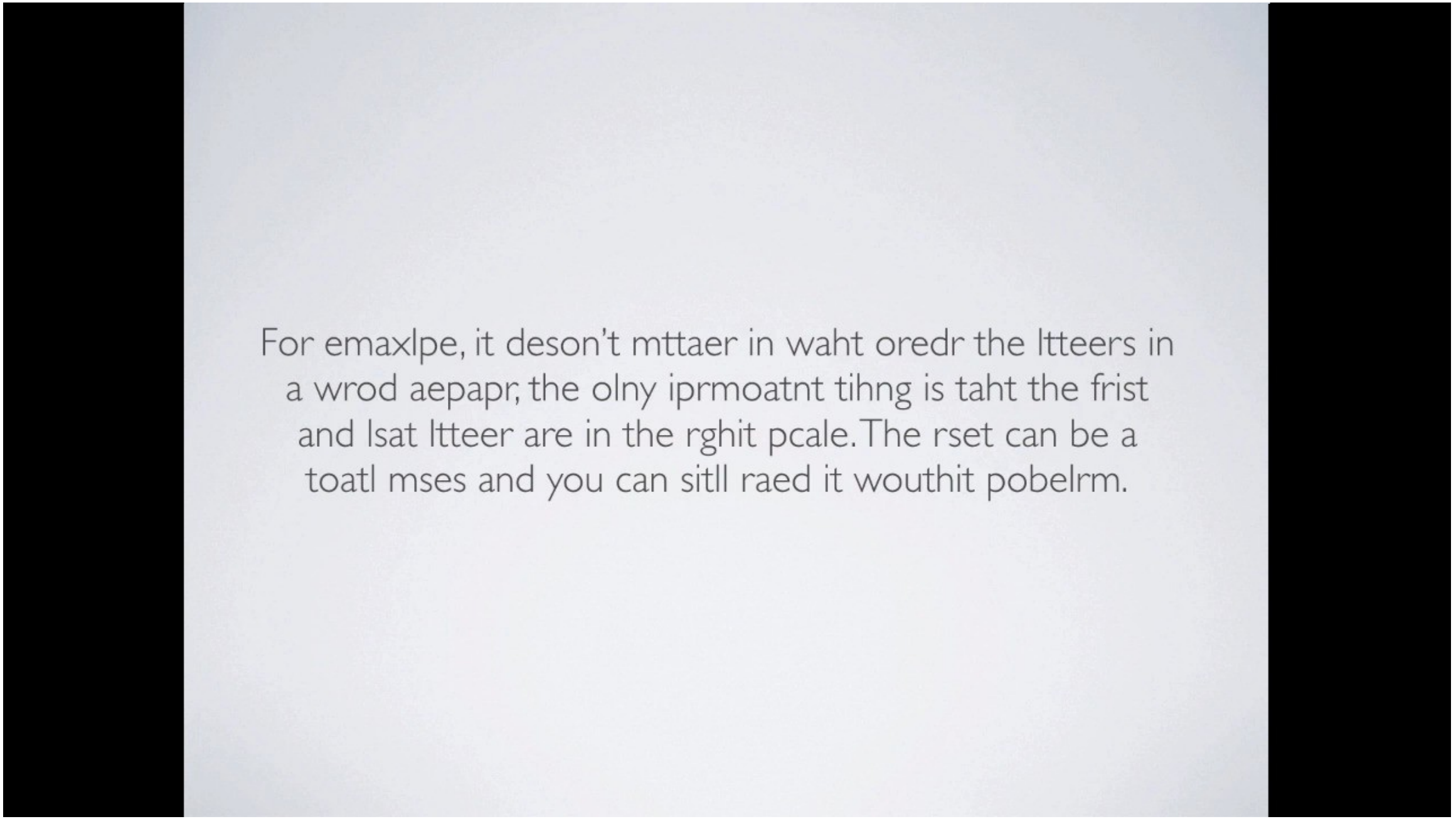
```
@font-face {
    font-family: myUniqueFontName;
    src: url(fonts/myUniqueFontFile.ttf);
}

body{
    font-family: myUniqueFontName;
}
```

Case

- lowercase letters are more readable than UPPERCASE letters

- UPPERCASE EMPHASIZES LETTER TO LETTER RECOGNITION (SLOWS DOWN READING)

FOR EMAXLPE, IT DESON'T MTTAER IN WAHT OREDR THE LTTEERS IN A WROD AEPAPR, THE OLNY IPRMOATNT TIHNG IS TAHT THE FRIST AND LSAT LTTEER ARE IN THE RGHIT PCALE. THE RSET CAN BE A TOATL MSES AND YOU CAN SITLL RAED IT WOUTHIT POBELRM.


For emaxlpe, it deson't mttaer in waht oredr the ltteers in
a wrod aepapr, the olny iprmoatnt tihng is taht the frist
and lsat ltteer are in the rghit pcale. The rset can be a
toatl mses and you can sitll raed it wouthit pobelrm.

Attention to details

The difference between “just okay” typography and professional level typography is usually in the details. Many times, simply typing in the text and formatting the font, size and line spacing is enough. However, depending on the design, some extra attention may be needed. Larger type sizes may need adjustments to the space between the characters, and paragraphs need to be adjusted to eliminate “widows” and “orphans.”

Ligatures

- ***Standard ligature*** combines two or three characters into a single character. This type of ligature helps with the kerning when some characters take over the horizontal space of the next character.
- ***Discretionary ligatures*** tend to be decorative. These ligatures also combine two or three characters into a single graceful character design.
- **Contextual ligatures** are subtle and are used for rhythm, color and beauty.
- Ligatures need to be used carefully as they can look very obvious if your text contains wide letter spacing.

Ligatures

Standard Ligatures off
fi ffi ffl
Standard Ligatures on
fi ffi ffl
01
Discretionary Ligatures off
st gi qu
Discretionary Ligatures on
st gi qu
02
Contextual Ligatures off
gg rv vy
Contextual Ligatures on
gg rv vy
03
N.B. Calluna does not feature Contextual Ligatures;
I designed these for this presentation
Glossary of terms
01 STANDARD LIGATURES
Most professional typefaces feature Standard Ligatures. Always turn these ligatures on by default as it improves readability and fixes obtrusive elements such as the terminal of f coming too close to or even overlapping the tittle (the dot) of i.
02 DISCRETIONARY LIGATURES
Discretionary Ligatures are decorative ligatures. They provide more interesting and professional typography but at text size these can be rather obtrusive. For this reason you generally won't find discretionary ligatures in books.
03 CONTEXTUAL LIGATURES
Contextual Ligatures are very subtle and typographically most advanced. In fact most professional typefaces don't even feature contextual ligatures. If your typeface does have them though, use them! Contextual ligatures improve the rhythm and provide a more even color, making the text more pleasant to read.
TYPEFACES USED
Calluna
Galaxie Copernicus
Gotham

character spacing - **kerning**

- Kerning is the space between each character or letter. Sometimes this space needs to be adjusted in order to create a more pleasing look to the text. Most programs apply kerning automatically, but there are certain letter combinations that may require manual kerning.

character spacing - **kerning**

AWE
No Kerning

AWE
Automatic Kerning

AWE
Manually Adjusted

type looks better with kerning!

Watermelon
Watermelon

word spacing - **tracking**

- The adjustment of word spacing is called tracking. It is similar to kerning but refers to the space between words instead of characters. It’s main purpose is to make type fit a required space without altering the type size or line spacing. Tracking can be either negative (making the words closer together) or positive (making the words farther apart)

word spacing - **tracking**

Tracking at 400 T R A C K I N G I S A D E S I G N T O O L

Tracking at 100 TRACKING IS A DESIGN TOOL

Tracking at 0 TRACKING IS A DESIGN TOOL

Tracking at -50 TRACKING IS A DESIGN TOOL

Tracking at -100 TRACKING IS A DESIGN TOOL

line spacing - **leading**

- Leading, or line spacing, refers to the amount of space between lines of type. The amount of leading you use will be determined based on the font used, the line length, and the size of the type. The larger the type, the more leading you will need.

line spacing - **leading**

24 / 24

this is an example of size 24 type with a leading of 24 pt.

24 / 36

this is an example of size 24 type with a leading of 36 pt.

36 / 24

this is an example of size 36 type with a leading of 24 pt.

24 / 24

this is an example of size 36 type with a leading of 36 pt.

paragraph spacing - **alignment**

- Alignment refers to the way the lines of text flow on a page. Most text is aligned left, as this is how we are used to reading it. In some cases, we may want to used other alignments in order to add to the design quality of a project.

paragraph spacing - **alignment**

align left

This text is aligned left
so that the sentences
always line up on the
left side

align center

This text is centered
so that the sentences
always line up on
top of one another

align right

This text is aligned right
so that the sentences
always line up on the
right side

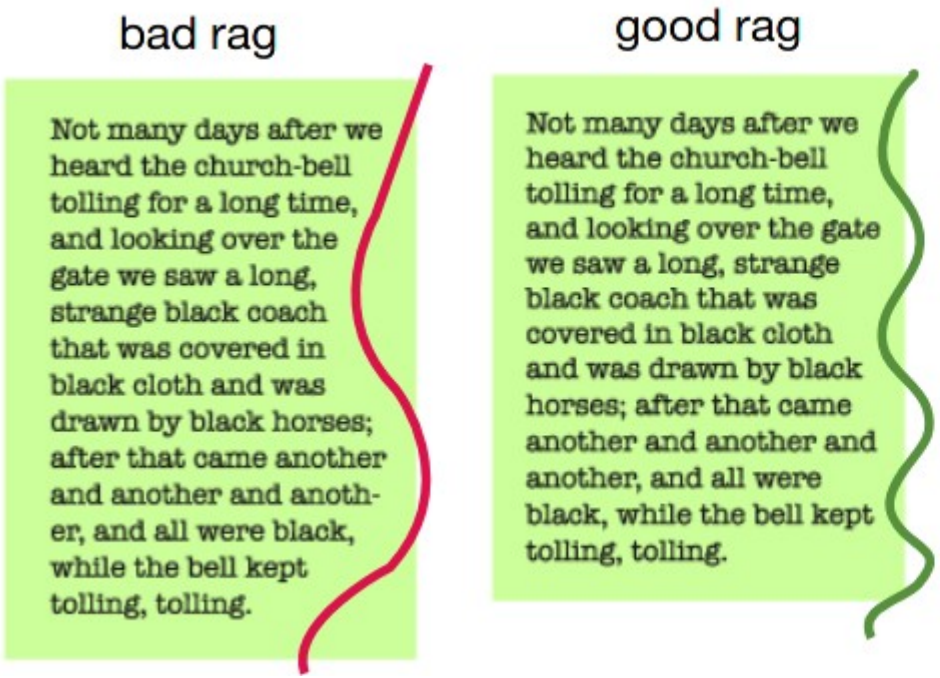
justified

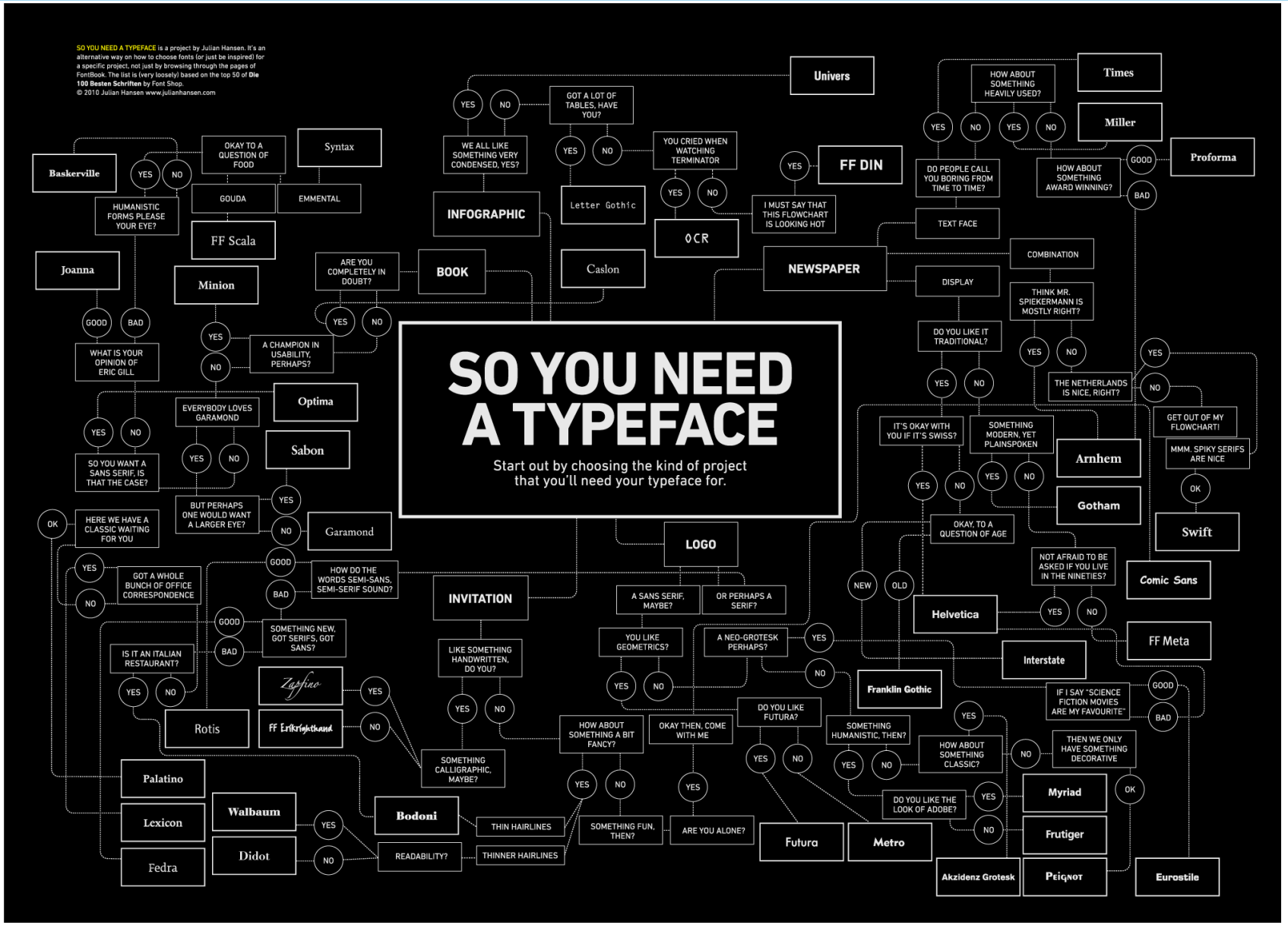
This text is justified
so that there is a
straight edge on
both sides. In order
to do this you will
have to use tracking

paragraph spacing - **line breaks & rag**

- In typography, “rag” refers to the irregular or uneven vertical margin of a block of type. Usually it’s the right margin that’s ragged but either or both margins can be ragged. Pay attention to the shape that the ragged line endings make. A good rag goes in and out from line to line in small increments. A poor rag creates distracting shapes of white space in the margin.
- Don’t rely on the line breaks generated by your software application; get in the habit of spotting and correcting poor rags by making manual line breaks or by editing your copy.

paragraph spacing - **line breaks & rag**





https://julianhansen.com/soyouneedatypeface

Font Downloads

- Dafont.com
- 1001freefonts.com
- FontSquirrel.com
- FontSpring.com

@Font-Face

Font-Squirrel: http://www.fontsquirrel.com/fontface/generator

@Font-Face

```
@font-face {
    font-family: 'myUniqueFontName';
    src: url('myUniqueFontFile.eot');
    src: url('myUniqueFontFile.eot?#iefix') format('embedded-opentype'),
    url('myUniqueFontFile.woff2') format('woff2'),
    url('myUniqueFontFile.woff') format('woff'),
    url('myUniqueFontFile.ttf') format('truetype'),
    url('myUniqueFontFile.svg#myUniqueFontFile') format('svg');
    font-weight: normal;
    font-style: normal;
}
body{
    font-family: myUniqueFontName;
}
```

@Font-Face

Pros:

- Unique fonts in normal text state
- Easy to set up at a base level
- No JavaScript needed

Cons:

- Different browsers only support certain font types
- Potential copyright implications

Font Services & Subscriptions

Google Fonts

Adobe Typekit

Google Fonts

https://fonts.google.com/

<link href="https://fonts.googleapis.com/css?family=Orbitron" rel="stylesheet">

font-family: 'Orbitron', sans-serif;

Adobe Typekit

https://typekit.com/

```
<script src="https://use.typekit.net/lss3yld.js"></script>
<script>try{Typekit.load({ async: true });}catch(e){}</script>
<style type="text/css">
    body {
        font-family: "sarina",sans-serif;
    }
```

Font Services & Subscriptions

Pros:

- Unique fonts in normal text state
- Easy to set up
- No risk of copyright infringement

Cons:

- If the service goes down, fonts will not work
- $$$

Font Pairing

http://fontpair.co/

https://designschool.canva.com/blog/the-ultimate-guide-to-font-pairing/

https://www.canva.com/font-combinations/

Essential Typography Rules

Font Size Between 12-32px or .75-2em

FigCaption text and other similar elements are the only things that should be 12px / .75em

Body text should be between 14-18px / .875 – 1.125em

font-size:1em;

Essential Typography Rules

Default line height is 110-120% in most browsers.

110-150% for body text is recommended

Line-height:100%;

Essential Typography Rules

Opinions vary, but the average length of a line of text in HTML should range somewhere in between 50-90 characters (including spaces)

Essential Typography Rules

Avoid goofy fonts, as well as Papyrus and *Comic Sans*

Keep body and paragraph typefaces simple

More decorative fonts should only be used for headings

Essential Typography Rules

Only underline links, nothing else

If you choose not to underline links, they should stand out in some other way such as color or weight

Don’t make links bigger than the rest of the text in a line.

Essential Typography Rules

Strong and Emphasis text only when needed

All caps only in headings (if at all)

Center align text sparingly

Never center align lengthy blocks of content

Essential Typography Rules

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Hyphens: auto - If you justify text

Continue Exploring

https://fontsinuse.com/

http://ilovetypography.com/