Designing with Web Fonts: Type, Responsively

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Co-founder of H+W Design

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A Bit About Me

+ Built first website for Mosaic & Netscape 1

+ Do not have a photo handy

+ But these are my reasons to be

+ Like to give away what I learn as much as possible

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A Dan Mall Moment

+ Met Dan Mall @ FOWD in 2010
+ Fell in love with web fonts with Lost Worlds Fair *http://lostworldsfairs.com*
+ Met folks from Fonts.com in 2011 & asked what I could do to help w/Drupal plugin
+ Asked in 2013 to design Fonts.com OpenType demo page *(cue: panic)*

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What We'll Cover

+ Our dark past: GIFs, sIFR, Cufon
+ Our pleasant present: @font-face
+ Our dirty detractions: yes, I mean IE
+ Our shiny future: WOFF, OpenType, CSS3
+ Loads of examples & resources

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On The Importance of Letters

+ Design is about communication
+ Tools of design: image, color, compostion, language (prose) – & the typeface itself
+ Your design is 90% words. Don't make the other 10% do all the work

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Type is Important

+ The **typefaces** we choose become the physical **embodiment** of the **information** we convey with the sites we **design**

+ Words have meaning

+ *But **letters** have **emotion***

+ Type forms the basis of your visual design system. **There is no 'content first' without type!**

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A Concise History of Web Type

+ Prior to about 2009, it was simply the **CIRCLE** of **Hell** that **varied**, not the **inevitability** of your **arrival** there

+ Then it got better. **We'll start with that**

+ @font-face, TypeKit, Fontdeck, Fonts.com, Webtype.com & many more

+ It's still got a ways to go, but it's moving fast

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Format Finagling

+ One font, four formats
+ Alphabet Soup: EOT, SVG, TT, WOFF
+ One format to rule them all... almost

WOFF - Web Open Font Format - Recommendation

*Usage stats: Global — Support: 78.87%

Compressed TrueType/OpenType font that contains information about the font's source.

Show all versions	IE	Firefox	Chrome	Safari	Opera	iOS Safari	Opera Mini	Android Browser	Blackberry Browser
								2.1	
								2.2	
						3.2		2.3	
						4.0-4.1		3.0	
	8.0					4.2-4.3		4.0	
	9.0	19.0	25.0	5.1		5.0-5.1		4.1	7.0
Current	10.0	20.0	26.0	6.0	12.1	6.0	5.0-7.0	4.2	10.0
Near future	11.0	21.0	27.0						
Farther future		22.0	28.0						

Parent feature: @font-face Web fonts

Notes | Known issues (0) | Resources (2) | Feedback — Edit on GitHub

Reported to be supported in some modified versions of the Android 4.0 browser.

As of 13 May, 2013

Finding Your Groov(y)

+ Services: One account, many choices
+ Open source: Google web fonts
  (careful – you may get what you pay for)
+ Web–use licenses: MyFonts.com,
  FontShop, Emigre, others
+ FontSquirrel: just… no.

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From There to Here

+ To **Host** or **Not to Host...** tis the question
+ Consider:
  - Traffic & mileage, volume & dispersion
    (license costs & content distribution)
  - One site or many
    (we use single subscription for multiple smaller sites)
  - Platform performance & future forward
    (when was the last time you downloaded a font update? right.)

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So What's That Look Like?

+ Using a service:

```
<script type="text/javascript" src="http://fast.fonts.com/jsapi/
8d16be74-xxxx-xxxx-9073-4898ad8b49b2.js" /></script>
```

+ Self-hosting:

```
<style type="text/css">
@font-face{ font-family:"Fairbank W04 Regular";
src:url("fonts/fontfilename.eot?#iefix");
src:url("fonts/fontfilename.eot?#iefix") format("eot"),url("fonts/
fontfilename.woff") format("woff"),url("fonts/fontfilename.ttf")
format("truetype"),url("fonts/fontfilename.svg#fontfilename")
format("svg"); }
</style>
```

+ Be aware: you want <b>, you have to say so

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but there's a catch

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Windows XP: Killing Good Design Since 2001

+ According to MS, still **40%** of **installed** base
+ Best case: **IE8** w/**ClearType** enabled
+ Common: **IE7** and ***Huh?***
+ It's rough, but you can (usually) make it work, and work well
+ Windows in general: needs a Hint

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Wait For It...

Firefox: displays page w/fallbacks first, then 'pops' into web font

Webkit: draws page without rendering any type until web font loads

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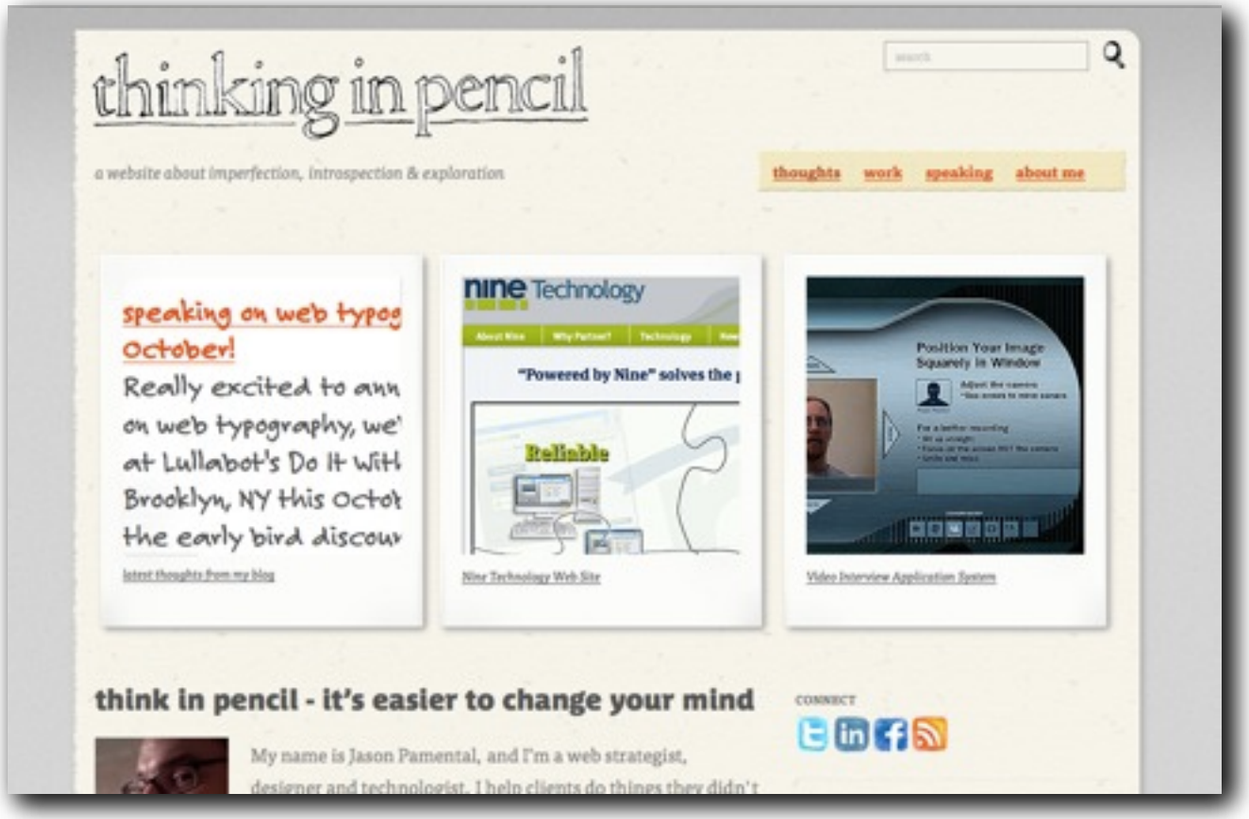
Wait For It...



Firefox: displays page w/fallbacks first, then 'pops' into web font

Webkit: draws page without rendering any type until web font loads

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FOUT the Giant Slayer

+ Don’t show your design to a client without understanding why they will freak out
+ It takes time to load fonts. So only **load** the ones you **need**
+ Don’t forget to **manage** the loading **process**: control what you can
+ It’s not the change that bothers users — it’s the ***perception*** of change

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Google & Typekit to the Rescue

+ Web Font Loader
  https://developers.google.com/fonts/docs/webfont_loader
+ Can be used w/multiple services
+ Injects classes to help specify CSS **during** the loading process
+ Use this to style your fallback fonts to more closely match eventual design

  http://bit.ly/jpfontfall1, *http://bit.ly/jpfontfall2*

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Now We're Cooking

+ You **can** do better. So **do**.

What you want to see: Web fonts loaded

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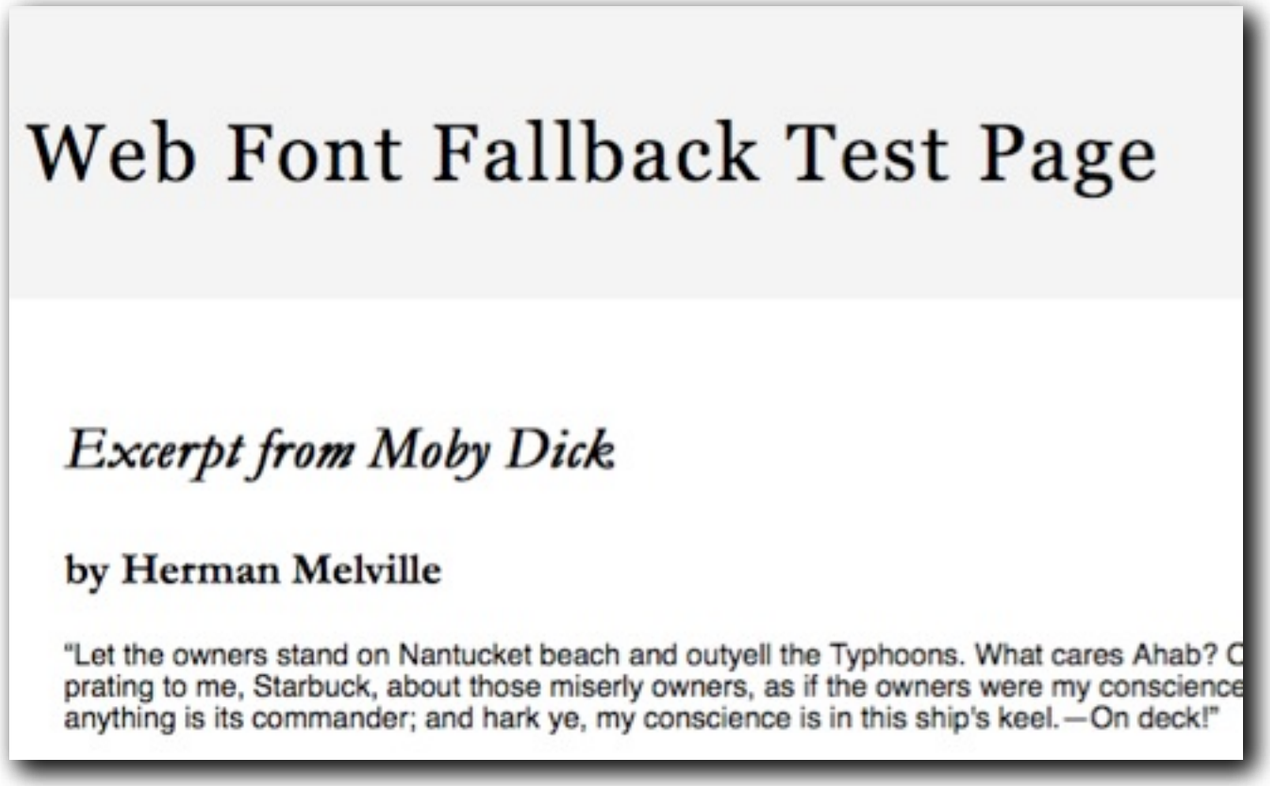
Now We're Cooking

+ You **can** do better. So **do**.



What your client sees: No web fonts, uncorrected

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Now We're Cooking

+ You **can** do better. So **do**.

No web fonts, corrected

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Now We're Cooking

+ You **can** do better. So **do**.

Web fonts loaded

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Type, Responsively

+ Yes, there really is a connection with Responsive Web Design. **A big one**
+ Relative **proportion** (yes, size) **matters**
+ That means **screen** size & **type** size *(stop snickering)*
+ **Small** screens mean **less** in view, so **proportions** can be more **subtle**

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Relative Scale, Illustrated

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Relative Scale, Illustrated

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Relative Scale, Illustrated

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A Responsive Scale

	Print	Desktop (large)	Desktop	Tablet (large)	Tablet (small)	Phone
Body • Font size: • Line height: • Line length:	• 12pt • 1.25 • 60-75	• 16px (1em) • 1.375 • 60-75	• 16px (1em) • 1.375 • 60-75	• 16px (1em) • 1.375 • 60-75	• 16px (1em) • 1.25 • 60-75	• 16px (1em) • 1.25 • 35-40
H1 • Font size: • Line height:	• 36pt (3em) • 1.25	• 48px (3em) • 1.05	• 48px (3em) • 1.05	• 40px (2.5em) • 1.125	• 32px (2em) • 1.25	• 32px (2em) • 1.25
H2 • Font size: • Line height:	• 24pt (2em) • 1.25	• 32px (2em) • 1.25	• 32px (2em) • 1.25	• 32px (2em) • 1.25	• 26px (1.625em) • 1.15384615	• 26px (1.625em) • 1.15384615
H3 • Font size: • Line height:	• 18pt (1.5em) • 1.25	• 24px (1.5em) • 1.25	• 24px (1.5em) • 1.25	• 24px (1.5em) • 1.25	• 22px (1.375em) • 1.13636364	• 22px (1.375em) • 1.13636364
H4 • Font size: • Line height:	• 14pt (1.16666667em) • 1.25	• 18px (1.125em) • 1.22222222	• 18px (1.125em) • 1.22222222	• 18px (1.125em) • 1.22222222	• 18px (1.125em) • 1.11111111	• 18px (1.125em) • 1.11111111
Blockquote • Font size: • Line height:	• 24pt (2em) • 1.45833333	• 24px (1.5em) • 1.45833333	• 24px (1.5em) • 1.45833333	• 24px (1.5em) • 1.45833333	• 20px (1.25em) • 1.25	• 20px (1.25em) • 1.25

When an Em is Not All Relative

+ Sizing type in Ems can be tricky – they are relative to their current context
+ REMs helps that, & you can almost count on it working
  - Learn more here: *http://bit.ly/jpfontrems*
  - Polyfill here: *http://bit.ly/jprempoly*
+ Viewport Width as unit: *http://bit.ly/jpfontvw*

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Even More Awesome: Icon Fonts

+ Declare your **independence** from **resolution dependence**

+ Many out there, easy to **make your own**

+ Can be **styled** like any other font, **layered** w/CSS to make all sorts of **awesome**

+ (Bonus: **use SVG** to replace other multi–color vector graphics like logos)

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Icon Font examples, sources

- Font Awesome (featured in Bootstrap)
  http://fortawesome.github.io/Font-Awesome/
- Symbolset
  http://symbolset.com
- Modern Pictograms
  http://modernpictograms.com
- The Noun Project (buy what you need)
  http://thenounproject.com
- Icomoon.io – build your own!
  http://icomoon.io

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Even *MORE* Awesome: OpenType Features

+ The future is here, it's just unevenly distributed
  (thank you Mr. Gibson)

+ Ligatures, swashes, old–style figures, alternate characters

+ CSS still evolving, some services support more *(see Fonts.com: http://bit.ly/fontcomdemo)*

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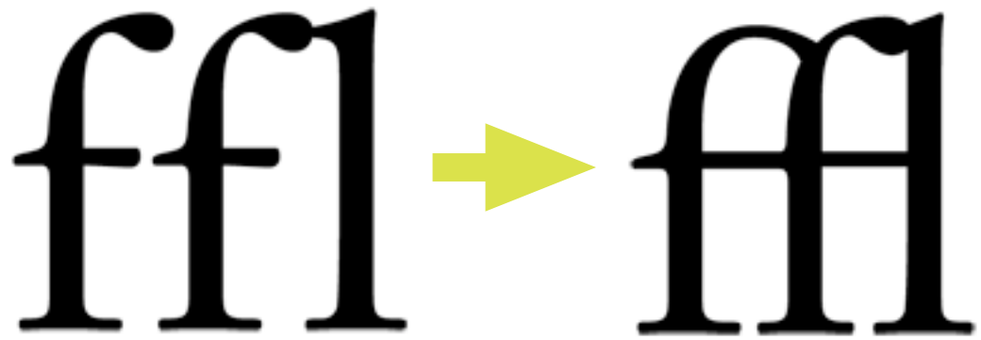
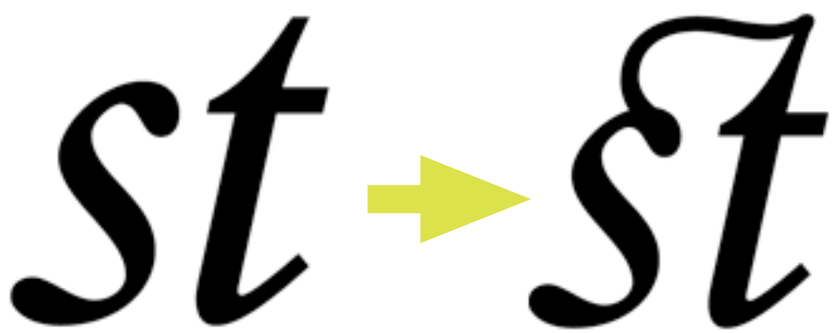
OpenType: Ligatures

+ Your type, only more beautiful:

Standard Ligatures



Discretionary Ligatures



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OpenType Demo

Swashes

Swashes mean flair – plain and simple (or rather, just the opposite). Wonderful details and flourishes embellish your typography with this feature enabled on a font that supports it. Enabled: Fairbank with Swashes & Contextual Swashes

Feature: Off

"The ungracious and ungrateful dog!" cried Starbuck; "he mocks and dares me with the very poor-box I filled for him not five minutes ago!"—then in his old intense whisper —"Give way, greyhounds! Dog to it!"

OpenType Demo

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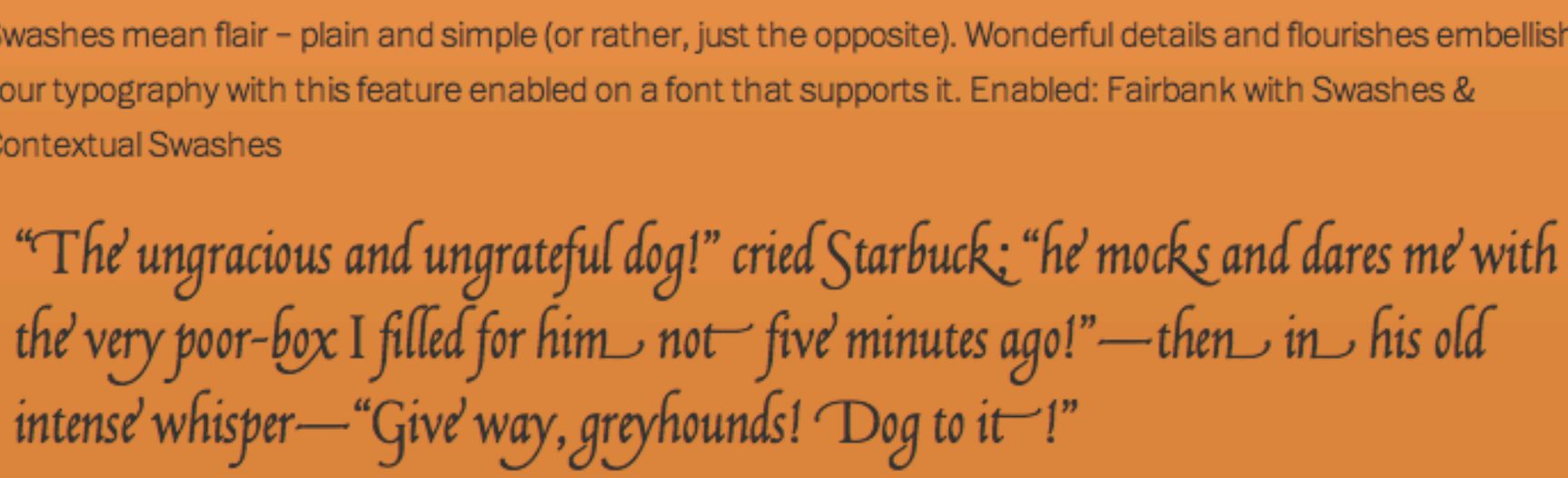

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OpenType Demo

Fractions

Automatically converts 1 / 2 to a nice tasty fraction. Only could be better with frosting. Enabled: Sabon Italic with Fractions & Old Style Figures (like having one's cake and eating it too)

Feature: Off

Swedish Hardtack

1 cup water
1 1/2 oz vegetable oil
1 1/2 oz honey
1 1/2 cups rye & 1 1/2 cups whole wheat flour
1 1/2 tbsp. brewer's yeast (optional)
1/4 tsp. salt

OpenType Demo

Fractions

Automatically converts 1 / 2 to a nice tasty fraction. Only could be better with frosting. Enabled: Sabon Italic with Fractions & Old Style Figures (like having one's cake and eating it too)

Feature: On

Swedish Hardtack

1 cup water
1 ½ oz vegetable oil
1 ½ oz honey
1 ½ cups rye & 1 ½ cups whole wheat flour
1 ½ tbsp. brewer's yeast (optional)
¼ tsp. salt

OpenType Demo

Standard & Discretionary Ligatures

Ligatures, both standard and discretionary, add a lovely level of polish to your design. They connect two letters that, to be set properly, would need to overlap their negative spaces in order to sit comfortably next to one another (like ff, fi and st). Enabled: Ayita Regular with Standard and Discretionary Ligatures

Feature: Off

...swam a huge, humped old bull, which by his comparatively slow progress...
seemed afflicted with the jaundice, or some other infirmity.

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OpenType Demo

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Super Fancy Tricks & Tips

+ Rotate. Just a little bit. (A few techniques to smooooth across different browsers - thx @NikWilliamson!)
  https://gist.github.com/dalethedeveloper/1846552

+ Some help for IE 7&8:

  http://www.koodoz.com.au/klog/font-face-smoothing-in-internet-explorer/

```
p {
   filter:progid:DXImageTransform.Microsoft.AlphaImageLoader(src=hIEfix.png,sizingMethod=crop);
   zoom: 1;
}
```

+ Your code editor — nothing beats real type in a real browser (sorry Photoshop)

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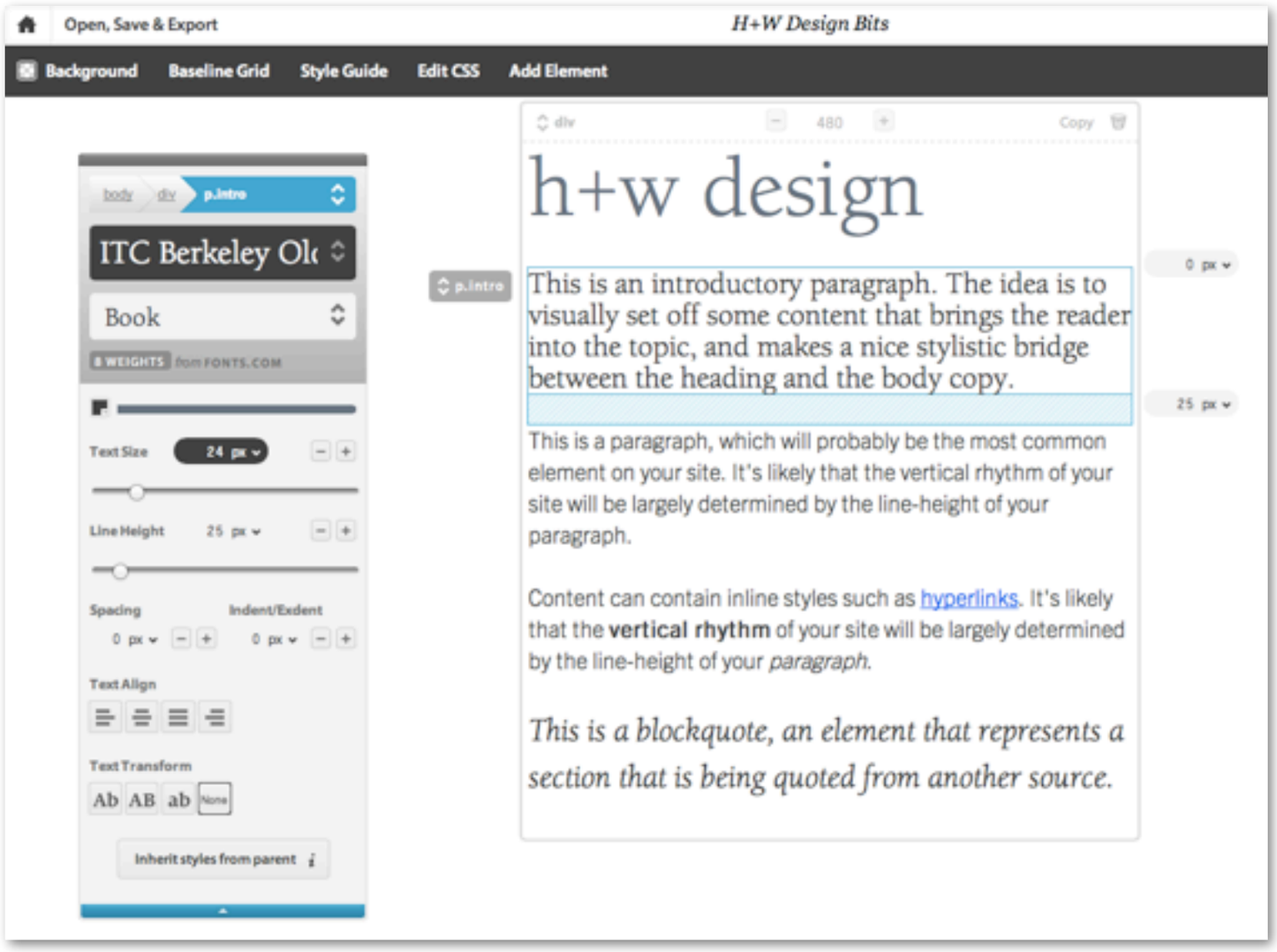
Design Tools



TypecastApp.com (@typecastapp)

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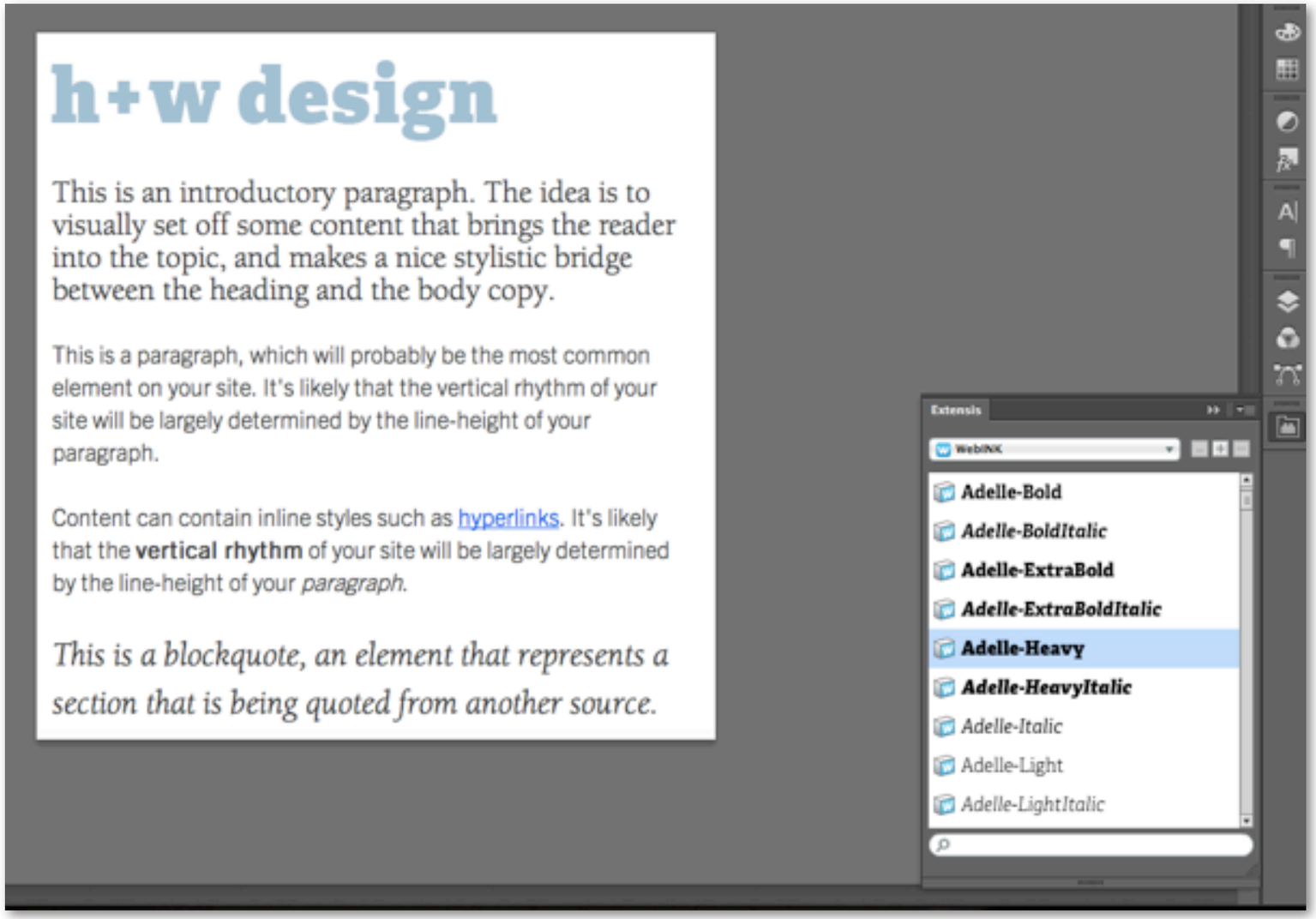

WebInk.com (@webink)

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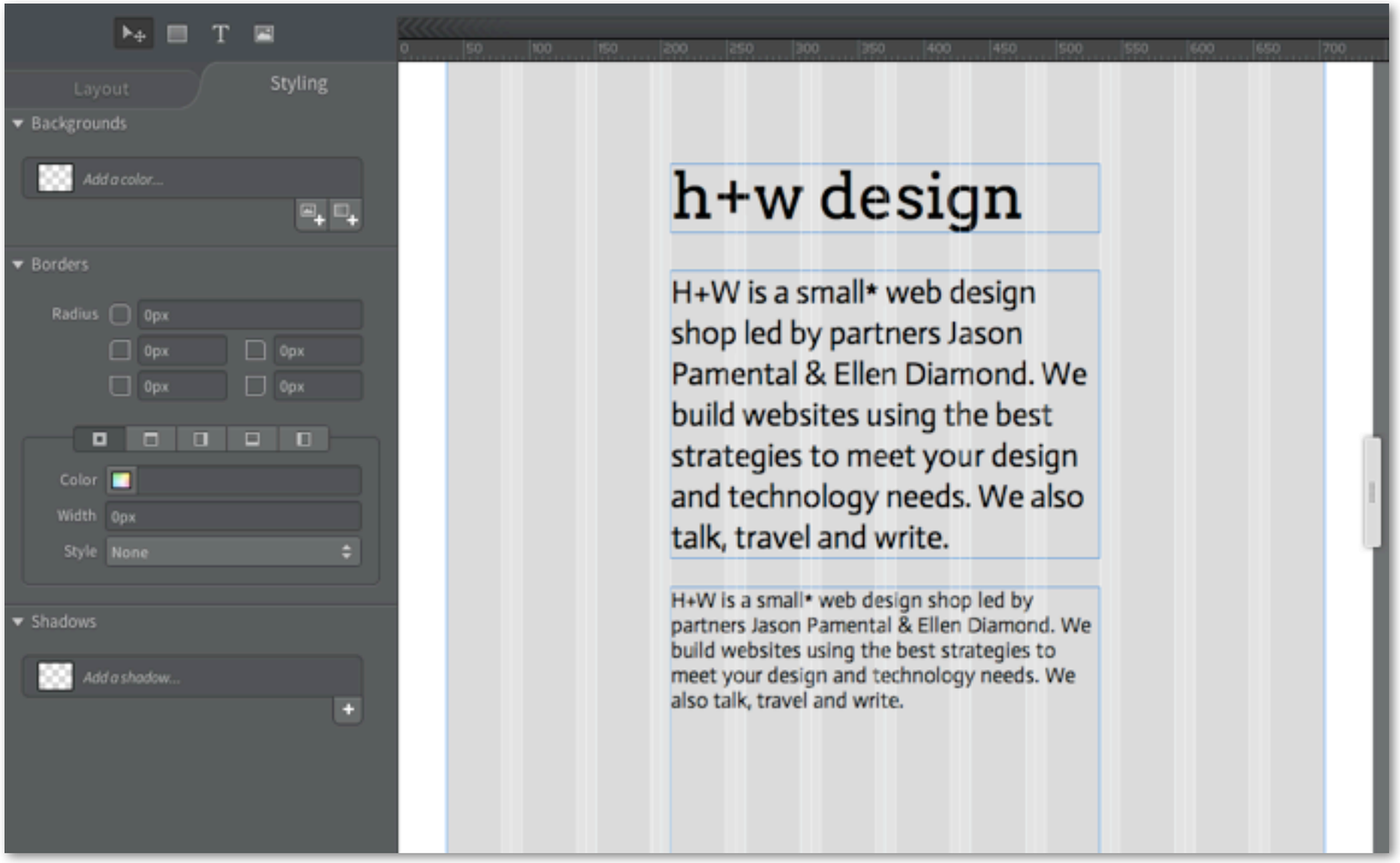

Adobe Edge Reflow (@reflow)

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More Design Tools

+ Skyfonts (@skyfonts)
  Rent fonts short-term on the desktop

+ Froont (@froontapp)
  Web design tool building in real web fonts

+ Prototype, not promise: HTML5 & CSS3
  Try something and develop your own approach that fits your unique team & projects

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Thank you!

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Resources: Type Services

+ Typekit (Adobe): *http://typekit.com*
+ Fonts.com (Monotype): *http://fonts.com*
+ Fontdeck: *http://fontdeck.com*
+ Webtype (Font Bureau): *http://www.webtype.com*
+ WebInk (Extensis): *http://webink.com*
+ Google Web Fonts: *http://google.com/fonts*

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Cool Tools & Resources

+ Font Swapper (preview site w/your web fonts):
  http://www.webtype.com/tools/swapper/

+ Typedia (it's like Wikipedia... for type. Get it?):
  http://typedia.com

+ FontsInUse *http://fontsinuse.com*

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Blogs & Beauty

+ Typekit Blog/‘Sites We Like’ *http://blog.typekit.com*
+ Fonts.com Blog *http://blog.fonts.com*
+ Fontdeck Blog *http://blog.fontdeck.com*
+ FontShop Blog *http://blog.fontshop.com*
+ Typecast Blog *http://typecast.com/blog*
+ Jason Santa Maria *http://jasonsantamaria.com*
+ Tim Brown *http://nicewebtype.com*

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