

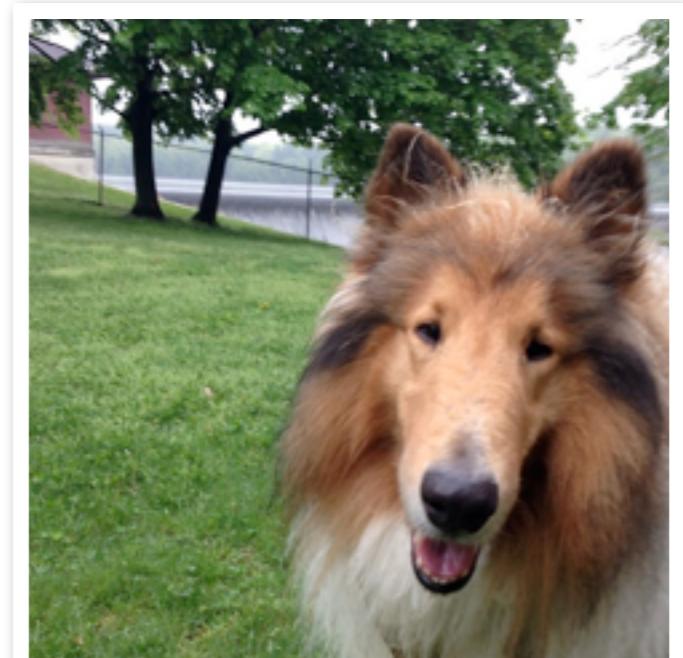
Designing with Web Fonts: Type, Responsively

Jason Pamental (@jpamental)

Co-founder of H+W Design

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



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*)

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

On The Importance of Letters

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

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!**

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

Format Finagling

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



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.

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.)

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 ****, you have to say so

but there's a catch

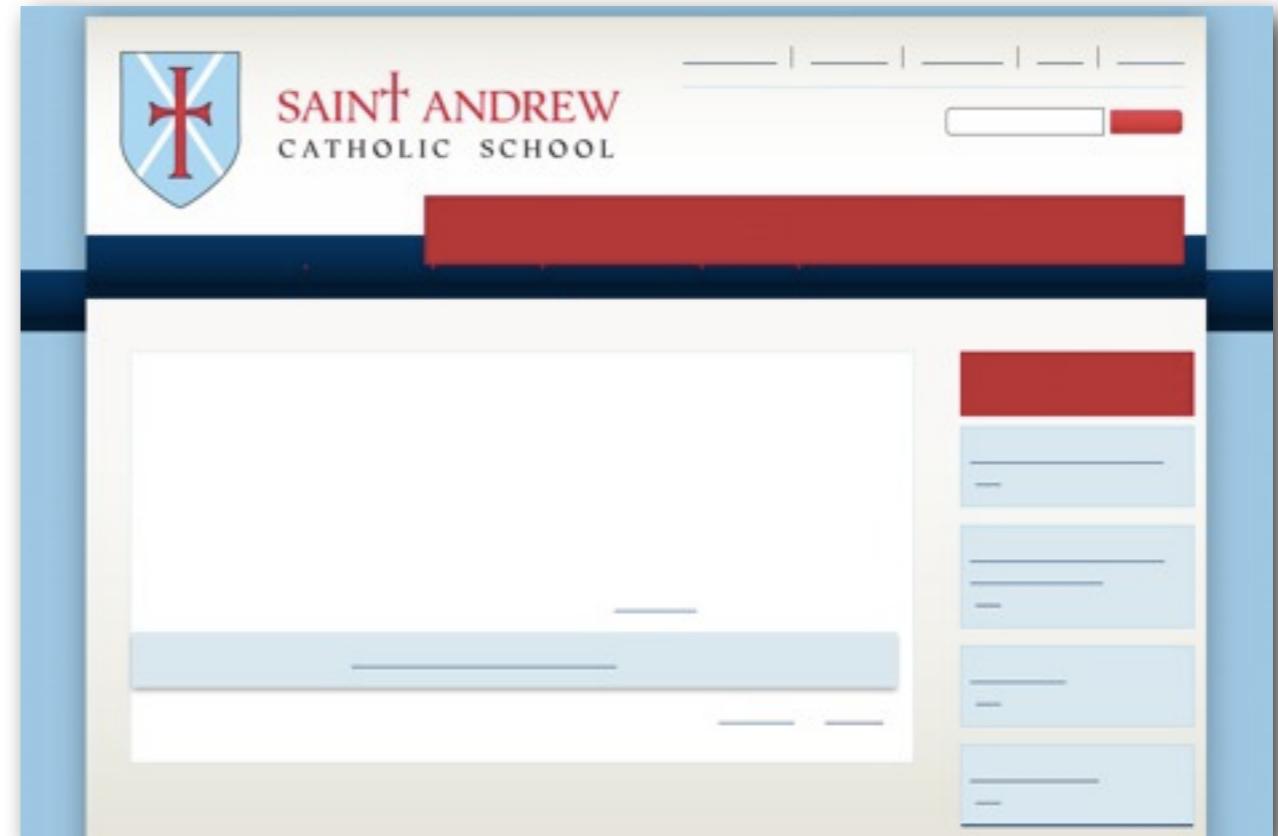
Windows XP: Killing Good Design Since 2001

- + 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

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

Wait For It...

The screenshot shows the homepage of the [thinkinginpencil](#) website. The header features the site's name in a large, stylized, handwritten font. Below it is a sub-header: "a website about imperfection, introspection & exploration". A search bar is at the top right. The main content area includes a sidebar with a post about speaking at Lullabot's Do It Wilt Brooklyn, NY. To the right, there are two boxes: one for "Nine Technology" featuring a video interview application system, and another for "Position Your Image Squarely in Window". At the bottom, there's a section titled "think in pencil - it's easier to change your mind" with a bio of Jason Pamental and social media links.

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

The screenshot shows the homepage of the [Saint Andrew Catholic School](#) website. The header features the school's name in red and blue, accompanied by a blue and white shield logo. A banner at the top right says "Welcome to Saint Andrew Catholic School!". Below the banner is a photo of four young girls in school uniforms. The footer contains a navigation menu with links like "About Saint Andrew", "Admissions", "Programs", "News & Events", "Support", and "Saint Andrew Families".

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

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

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>

Now We're Cooking

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

Web Font Fallback Test Page

Excerpt from Moby Dick

by Herman Melville

"Let the owners stand on Nantucket beach and outyell the Typhoons. What cares Ahab? Own to me, Starbuck, about those miserly owners, as if the owners were my conscience. But look its commander; and hark ye, my conscience is in this ship's keel.—On deck!"

What you want to see: Web fonts loaded

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What your client sees: No web fonts, uncorrected

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Web fonts loaded

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**

Relative Scale, Illustrated

Moby's Trip

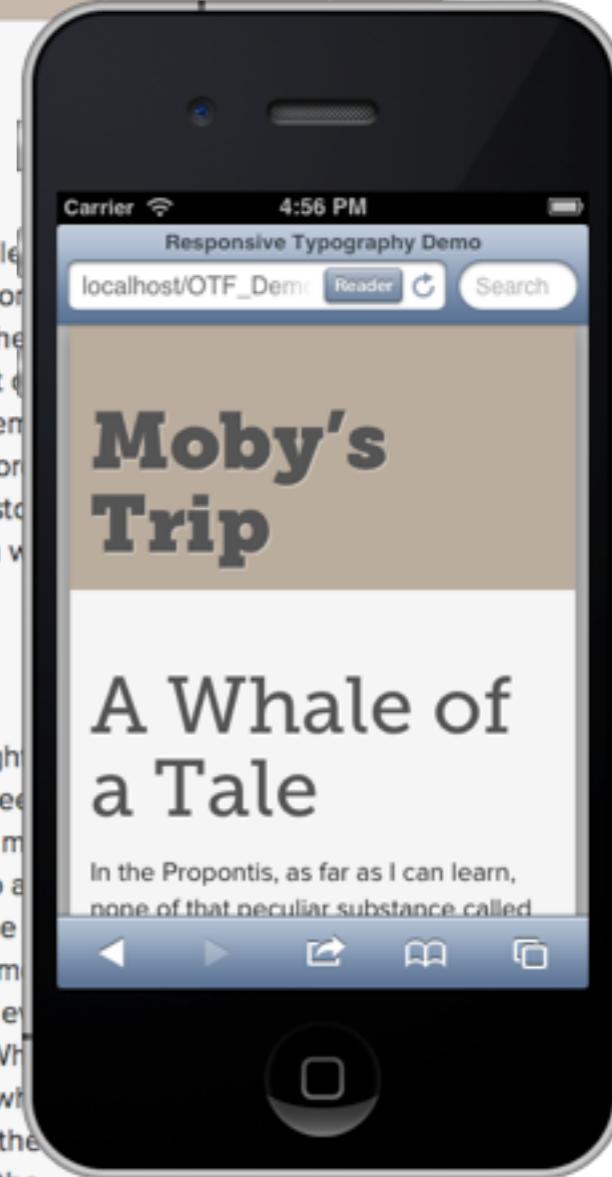
A Whale of a Tale

In the Propontis, as far as I can learn, none of that peculiar substance called BRIT is to be found, the aliment of the right whale. But I have every reason to believe that the food of the sperm whale—squid or cuttle-fish—lurks at the bottom of that sea, because large creatures, but by no means the largest of that sort, have been found at its surface. If, then, you properly put these statements together, and reason upon them a bit, you will clearly perceive that, according to all human reasoning, Procopius's sea-monster, that for half a century stove the ships of a Roman Emperor, must in all probability have been a sperm whale.

So The Tale Continues

Though, consumed with the hot fire of his purpose, Ahab in all his thoughts and actions ever had in view the ultimate capture of Moby Dick; though he seemed ready to sacrifice all mortal interests to that one passion; nevertheless it may have been that he was by nature and long habituation far too wedded to a fiery whaleman's ways, altogether to abandon the collateral prosecution of the voyage. Or at least if this were otherwise, there were not wanting other motives much more influential with him. It would be refining too much, perhaps, even considering his monomania, to hint that his vindictiveness towards the White Whale might have possibly extended itself in some degree to all sperm whales, and that the more monsters he slew by so much the more he multiplied the chances that each subsequently encountered whale would prove to be the hated one he hunted. But if such an hypothesis be indeed exceptionable, there were still additional considerations which, though not so strictly according with

Relative Scale, Illustrated



The image shows a mobile phone displaying a responsive typography demo page. The phone's screen shows a header with the text "Moby's Trip" and a main section with the heading "A Whale of a Tale". Below the heading is a large block of text from Herman Melville's Moby-Dick. The phone's status bar indicates it is at 4:56 PM. The URL "localhost/OTF_Demo" is visible in the browser's address bar, along with "Reader" and "Search" buttons.

Moby's Trip

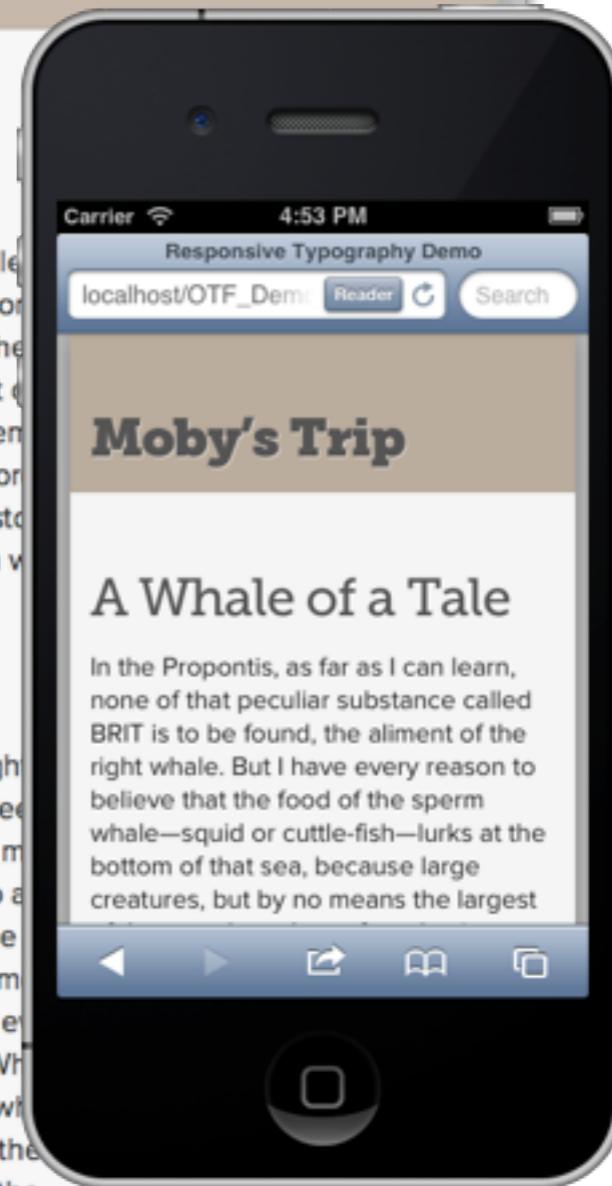
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Relative Scale, Illustrated



The image shows a mobile phone displaying a responsive web page. The header of the page reads "Moby's Trip". Below the header, the main title is "A Whale of a Tale". A large block of text follows, which is a quote from Moby-Dick. Underneath this, there is another section titled "So The Tale Continues" with its own block of text.

Moby's Trip

A Whale of a Tale

In the Propontis, as far as I can learn, none of that peculiar substance called BRIT is to be found, the aliment of the right whale. But I have every reason to believe that the food of the sperm whale—squid or cuttle-fish—lurks at the bottom of that sea, because large creatures, but by no means the largest of their sort, have been found at its surface. If, then, you properly put these statements together, and reason upon them a bit, you will clearly perceive that, according to all human reasoning, Procopius's sea-monster, that for half a century stood the ships of a Roman Emperor, must in all probability have been a sperm whale.

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A Responsive Scale

	Print	Desktop (large)	Desktop	Tablet (large)	Tablet (small)	Phone
Body	<ul style="list-style-type: none"> Font size: 12pt Line height: 1.25 Line length: 60-75 	<ul style="list-style-type: none"> 16px (1em) 1.375 60-75 	<ul style="list-style-type: none"> 16px (1em) 1.375 60-75 	<ul style="list-style-type: none"> 16px (1em) 1.375 60-75 	<ul style="list-style-type: none"> 16px (1em) 1.25 60-75 	<ul style="list-style-type: none"> 16px (1em) 1.25 35-40
H1	<ul style="list-style-type: none"> Font size: 36pt (3em) Line height: 1.25 	<ul style="list-style-type: none"> 48px (3em) 1.05 	<ul style="list-style-type: none"> 48px (3em) 1.05 	<ul style="list-style-type: none"> 40px (2.5em) 1.125 	<ul style="list-style-type: none"> 32px (2em) 1.25 	<ul style="list-style-type: none"> 32px (2em) 1.25
H2	<ul style="list-style-type: none"> Font size: 24pt (2em) Line height: 1.25 	<ul style="list-style-type: none"> 32px (2em) 1.25 	<ul style="list-style-type: none"> 32px (2em) 1.25 	<ul style="list-style-type: none"> 32px (2em) 1.25 	<ul style="list-style-type: none"> 26px (1.625em) 1.15384615 	<ul style="list-style-type: none"> 26px (1.625em) 1.15384615
H3	<ul style="list-style-type: none"> Font size: 18pt (1.5em) Line height: 1.25 	<ul style="list-style-type: none"> 24px (1.5em) 1.25 	<ul style="list-style-type: none"> 24px (1.5em) 1.25 	<ul style="list-style-type: none"> 24px (1.5em) 1.25 	<ul style="list-style-type: none"> 22px (1.375em) 1.13636364 	<ul style="list-style-type: none"> 22px (1.375em) 1.13636364
H4	<ul style="list-style-type: none"> Font size: 14pt (1.16666667em) Line height: 1.25 	<ul style="list-style-type: none"> 18px (1.125em) 1.22222222 	<ul style="list-style-type: none"> 18px (1.125em) 1.22222222 	<ul style="list-style-type: none"> 18px (1.125em) 1.22222222 	<ul style="list-style-type: none"> 18px (1.125em) 1.11111111 	<ul style="list-style-type: none"> 18px (1.125em) 1.11111111
Blockquote	<ul style="list-style-type: none"> Font size: 24pt (2em) Line height: 1.45833333 	<ul style="list-style-type: none"> 24px (1.5em) 1.45833333 	<ul style="list-style-type: none"> 24px (1.5em) 1.45833333 	<ul style="list-style-type: none"> 24px (1.5em) 1.45833333 	<ul style="list-style-type: none"> 20px (1.25em) 1.25 	<ul style="list-style-type: none"> 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>

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)

Icon Font examples, sources

- + Font Awesome (featured in Bootstrap)
<http://fontawesome.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>

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>)

OpenType: Ligatures

- + Your type, only more beautiful:

Standard Ligatures

ffl → ffl

Discretionary Ligatures

st → st

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!”

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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*

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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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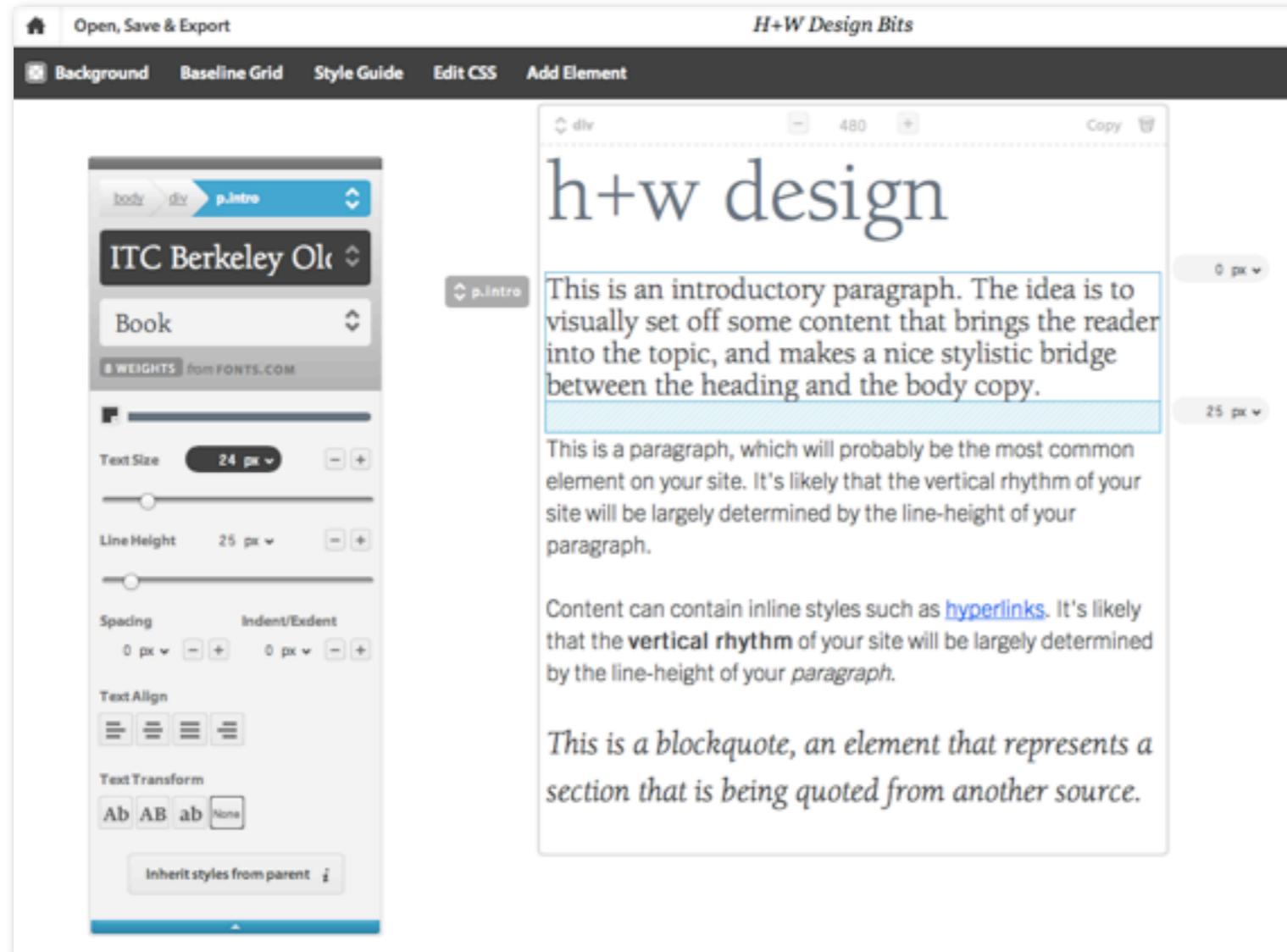
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Super Fancy Tricks & Tips

- + Rotate. Just a little bit. (A few techniques to smooth 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/>

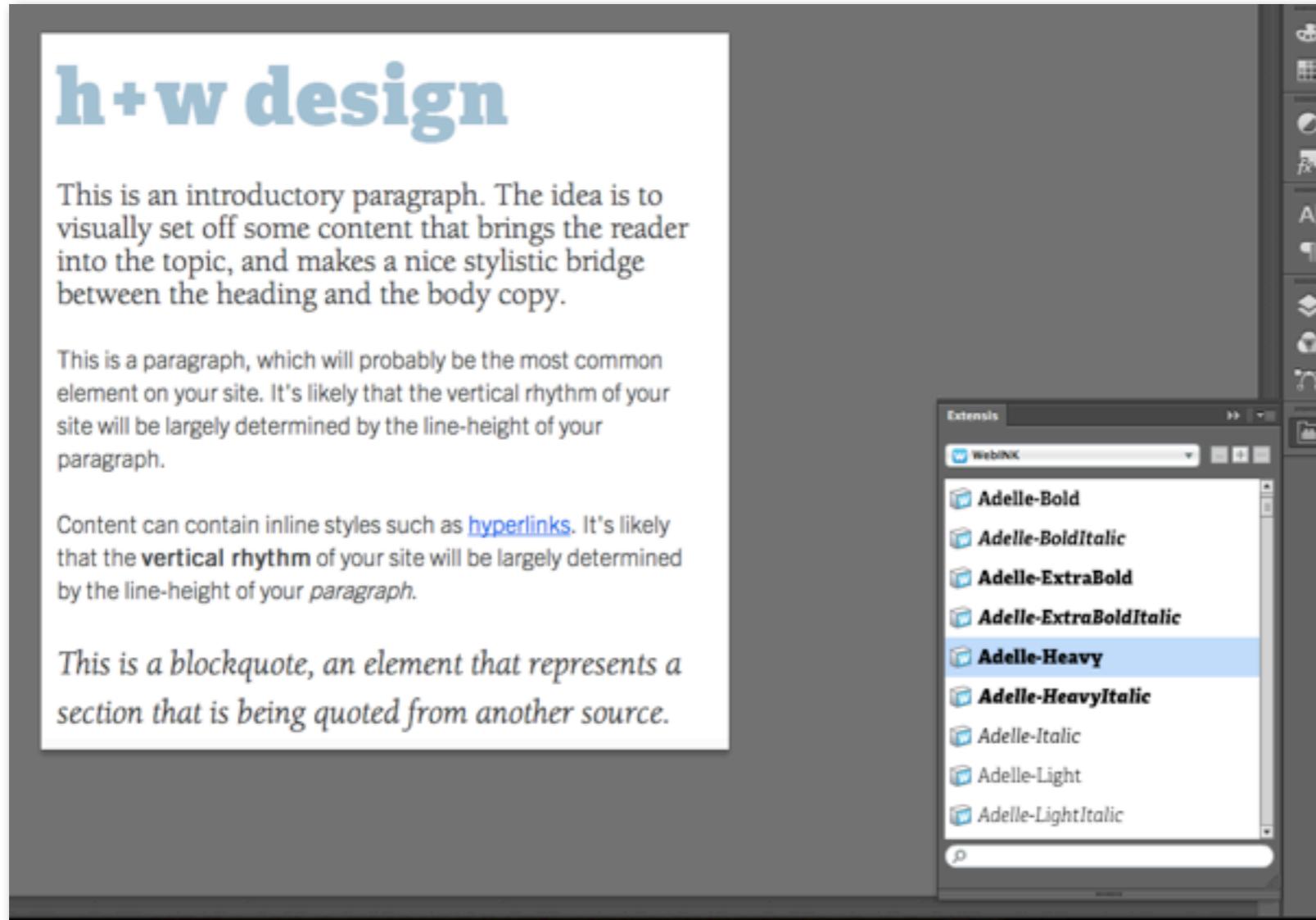
```
p {  
    filter:progid:DXImageTransform.Microsoft.AlphaImageLoader(src=IEfix.png,sizingMethod=crop);  
    zoom: 1;  
}
```
- + Your code editor – nothing beats real type in a real browser (sorry Photoshop)

Design Tools



TypecastApp.com (@typecastapp)

Design Tools

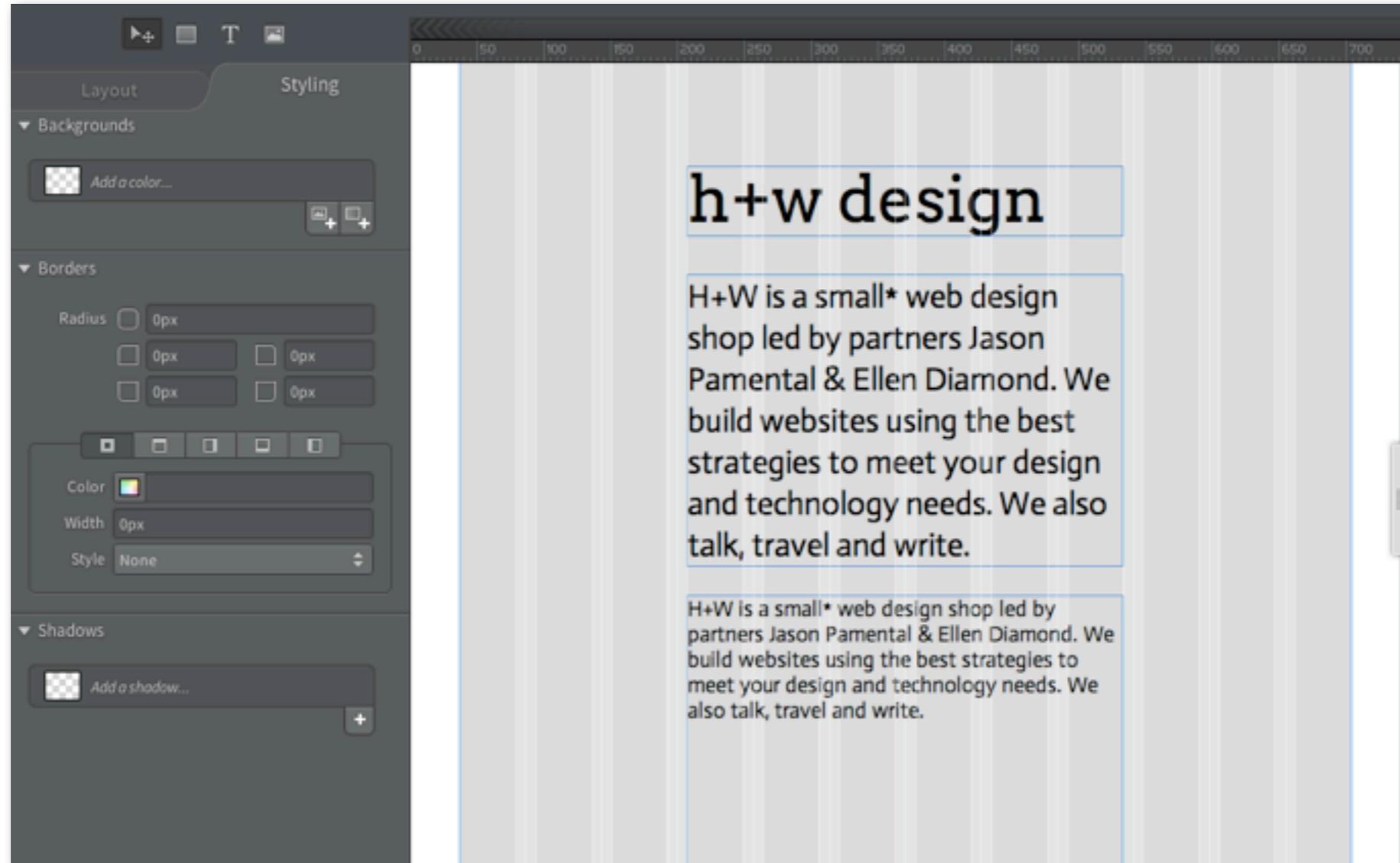


The screenshot shows a design application window. On the left, there's a white sidebar containing the text "h+w design". Below it are three paragraphs of text: "This is an introductory paragraph. The idea is to visually set off some content that brings the reader into the topic, and makes a nice stylistic bridge between the heading and the body copy.", "This is a paragraph, which will probably be the most common element on your site. It's likely that the vertical rhythm of your site will be largely determined by the line-height of your paragraph.", and "Content can contain inline styles such as [hyperlinks](#). It's likely that the **vertical rhythm** of your site will be largely determined by the line-height of your paragraph.".

On the right side of the application, there's a vertical toolbar with various icons. A floating panel titled "Extensis" is open, showing a list of font styles under the heading "WebINK". The list includes: Adelle-Bold, Adelle-BoldItalic, Adelle-ExtraBold, Adelle-ExtraBoldItalic, **Adelle-Heavy** (which is selected and highlighted in blue), Adelle-HeavyItalic, Adelle-Italic, Adelle-Light, and Adelle-LightItalic. There's also a search bar at the bottom of the panel.

Weblink.com (@webink)

Design Tools



Adobe Edge Reflow (@reflow)

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

Thank you!

Jason Pamental (@jpamental)
jason@hwdesignco.com

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>

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>

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>