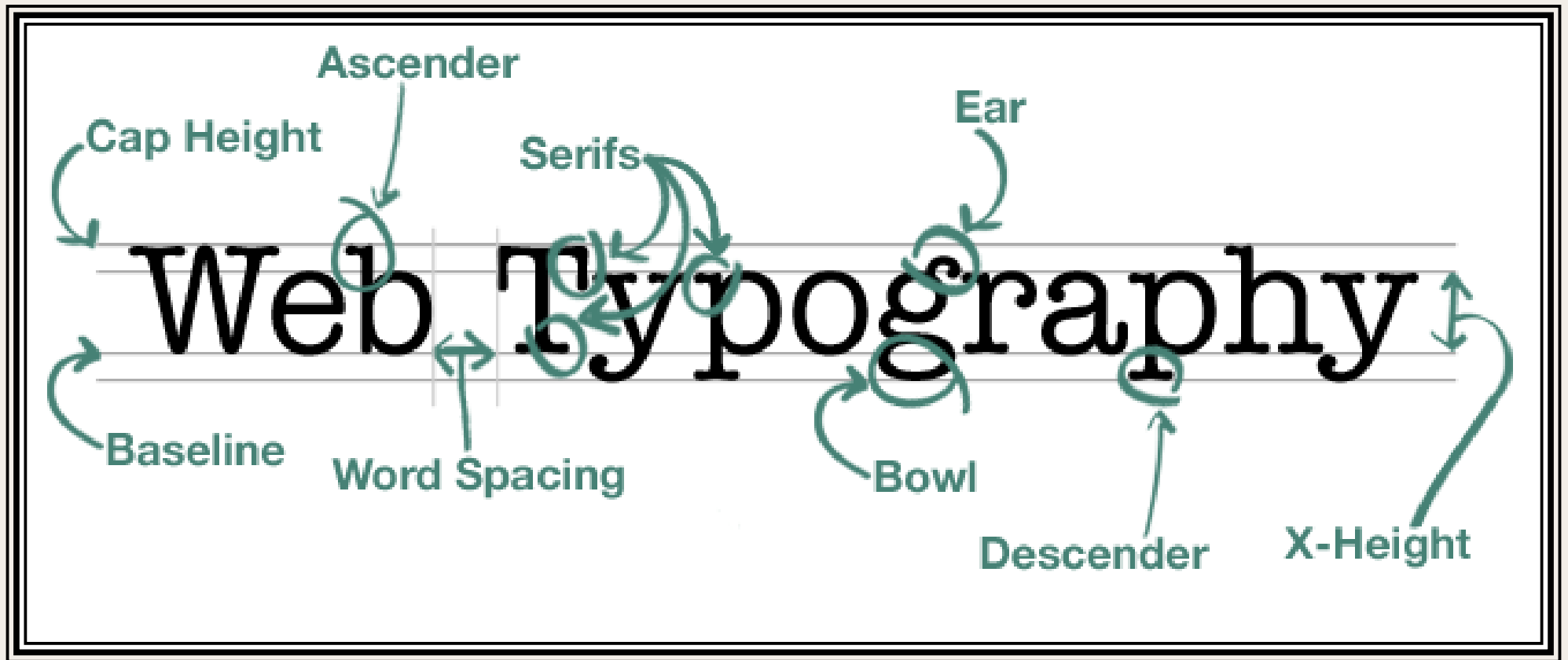


Web Typography Basics

A guide to creating readable webpages for developers

Lydia E. Joslin



Parts of a Character

Points:

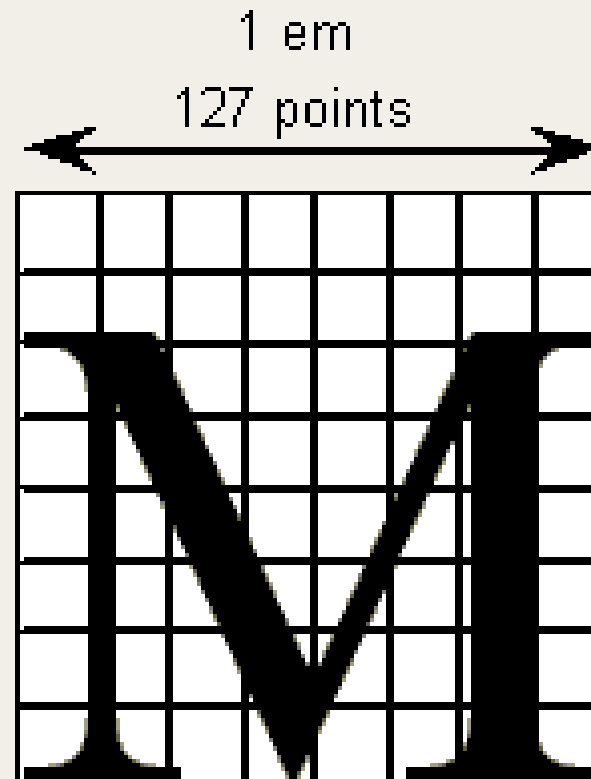
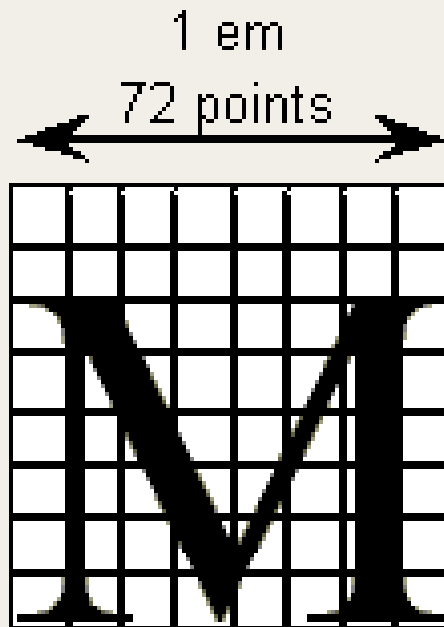
- 72 points = 1 inch

Typographic Scale



The em unit:

- ◉ An em is always the same as the point size!



What the font?

- ◉ *Serif*: has little 'feet'
- ◉ *Sans-Serif*: sans 'feet'

Serif

Sans-Serif

Widows & Orphans

Good

Lorem ipsum dolor sit amet, consectetur lout adipiscing elit. Integer posuere orci quis ligula. Donec egestas massa vulputate nisl. Curabitur venenatis.

dolor sit amet antetut mauris.

Nulla ac odio. Praesent bibendum justo id posuere orci quis ligula massa vulputate

egestas massa vulputate nisl mauri. Suspendisse magna tellus, faucibus, sodales, vehicula eget.

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Bad

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Nulla ac odio. Praesent bibendum justo id mauris. Suspendisse magna tellus,

dapibus sodales, vehicula eget.

Lorem ipsum dolor sit amet, consectetur lout adipiscing elit. Integer posuere orci quis ligula. Donec egestas massa vulputate nisl. Curabitur venenatis. Nullam egestas facilisis antetut.

Line-height:

- ◉ Also called 'leading' for print.
- ◉ `line-height: 1.2em;`



Line-length:

- ◉ 65-75 characters wide is best.
- ◉ width: 1.2em;

Caslon 10/12;
column 10 pica;
characters 25–30;
too narrow

Ad mo beritat iumque cus serorestrum inusdae. Itas el mo beruptatior aligeniam quatis- sit, voluptatum faccate qui unt ullectum quos dustiis modionse- quae ne con nes nectius mod quiatem quas- per cipsum aditatusant. Tem ium et autem harum voluptatus, to eatur, nossit vollute mperferiorem que que natur si natemol uptur? Unt esecepere, voluptiist in corpore opti ditatur? Eperiat accum velique as entis a cumqui re dolecto inihicitium diam fuga. Ic tet il ipit, consedipicia doluptate consed eictas deli- ciate lab ide cone pa doloratios dolori- busant dolores trumqui tem. Neque cuptias aut laborercit, sam sitias molor repel int res- sumet, im quibeat. Musa volore velenti nverun-

Caslon 10/12;
column 15 pica;
characters 38–45;
optimal width

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Caslon 10/12;
column 25 pica;
characters 70–80;
too wide

Ad mo beritat iumque cus serorestrum inusdae. Itas el mo beruptatior ali- geniam quatis- sit, voluptatum faccate qui unt ullectum quos dustiis modi- onse- quae ne con nes nectius mod quiatem quas- per cipsum aditatusant. Tem ium et autem harum voluptatus, to eatur, nossit vollute mperferiorem que que natur si natemol uptur? Unt esecepere, voluptiist in corpore opti ditatur? Eperiat accum velique as entis a cumqui re dolecto inihicitium diam fuga. Ic tet il ipit, consedipicia doluptate consed eictas deli- ciate lab ide cone pa doloratios doloribusant dolores trumqui tem. Neque cuptias aut laborercit, sam sitias molor repel int ressumet, im quibeat. Musa volore velenti nveruntus mosam faceribus dem reri aut velenihil molese- quo commolo reperis poriore volupta vellit latest in restotas acea dolorec aborepudi optaes- erchil in nos aditae. Dunt idionse rumqui resequi- dem lant di core sitaquia samus, et offic temquis incipsundis alitas dolupic tempori onserumquod quibus soluptatur? Fugitatisima derovite derci blati bea iusam que eatas mos autende liquidu- ciant et vendio. Et lanti con repudae ceperia aut milit, veles non corporiore reium latist aut res magnate eiur sincimi nvenihit undit volupta dolorercip- id que ne et ullupta ella vel ius, ut optaspe rchillanima volupta conectotae preheni squiaspit plia velique litaspe disquis apis dici verrum rem rersperi aute qui dolor sit que voluptatum est, consequae nostibus, quunt volecum que offic voluptae estotas ipsae expla nus, sinum harum solorero vollliae conet aut et min conse et accupat vit as eatium ipsa voluptas estorum ne pa dolorrum con nus volor aut dolum volupta sandis

How many fonts?:

- ◉ 2 or maybe 3. No more.

*Not more
than 3*
typefaces

Combining Fonts:

- ◉ *Approach One*: complementary fonts.
- ◉ *Approach Two*: similar fonts.

Approach One:

- ◉ *Adobe Garamond Pro + Maple.*
- ◉ Resource: typeconnection.com

Tired of being played? Here are 20 type combinations to try.

THE HAPPY COUPLE: *Adobe Garamond Pro & Maple*
STRATEGY: Embrace the Other

Adobe Garamond Pro and Maple combine professionalism with good cheer. Garamond presents the facts, and quirky Maple bring warmth to the relationship. As a text face, Garamond is buttoned-up and reserved with its sharp wedge serifs, thin weight, and subtle lachrymal terminals. Garamond's quietly neutral voice leaves room for a colleague with a strong personality. Enter Maple: eccentric, unpredictable, and entertaining.

[Hide](#)

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<i>Contributed by</i> Harold Wood	
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Approach Two:

- ◉ Archer + Avenir.
- ◉ Resource: typeconnection.com

THE HAPPY COUPLE: Archer & Avenir

STRATEGY: Seek the Similar

Together, Archer and Avenir embody a love of geometry. They aim to please readers with open, nearly-circular counters, and a medium x-height. Flattened vertices and clean, consistent strokes keep the mood playful. Avenir's heavier weights supplement Archer's lightness, though both can comfortably occupy headlines. Rounded letters throughout deemphasize their dissimilar terminals.

Hide



The image shows a layout for a 'Zurich Foodie Travel Guide'. At the top left is a small map of Switzerland with a dot in Zurich. To its right is the title 'Zurich' in a large, bold, orange-red sans-serif font, with 'Foodie Travel Guide' in a smaller, grey sans-serif font below it. The main body of the page is divided into three columns. The left column contains a paragraph of text about fondue: 'Traditionally, fondue is only eaten when there is snow on the ground, but tourists are excused for eating it year-round. Just don't double dip....'. The middle column has a header 'TYPES OF FONDUE' in a dark grey box, followed by a definition of 'fondre' and a list of types: 'Neuchâteloise', 'Moitié-moitié', and 'Fribourgeoise'. The right column lists three restaurants: 'Adler Swiss', 'Engiadina', and 'Fribourger', each with their address and phone number. At the bottom left, there is a small dark grey box with the text 'PRACTICE YOUR FORM'.

Zurich
Foodie Travel Guide

Traditionally, fondue is only eaten when there is snow on the ground, but tourists are excused for eating it year-round. Just don't double dip....

TYPES OF FONDUE

fondre = "to melt" **IN FRENCH**
→ Goopy melts for your crusty bread

Neuchâteloise [CLASSIC] Emmental + Gruyère melted with white wine and/or a shot of kirsch
Moitié-moitié [HALF + HALF] Gruyère and Vacherin Fribourgeois Savoyarde: Comte, Beaufort, Emmental **Vaudoise** Gruyère **Fribourgeoise**

Adler Swiss
Rosengasse
www.hotel-adler.ch
01 266 96 66

Engiadina,
Piazza da Segno
081 833 32 65

Fribourger
Rotwandstrasse
www.fondue.ch
044 241 90 70

PRACTICE YOUR FORM

Tracking & Kerning:

- ⦿ How far apart the letters are from each other.
- ⦿ **Tracking:** moving all letters closer or further apart, evenly.
- ⦿ **Kerning:** spacing letters closer or further together individually.

Tracking:

VAST. V A S T .

Kerning:

VAST. VAST.