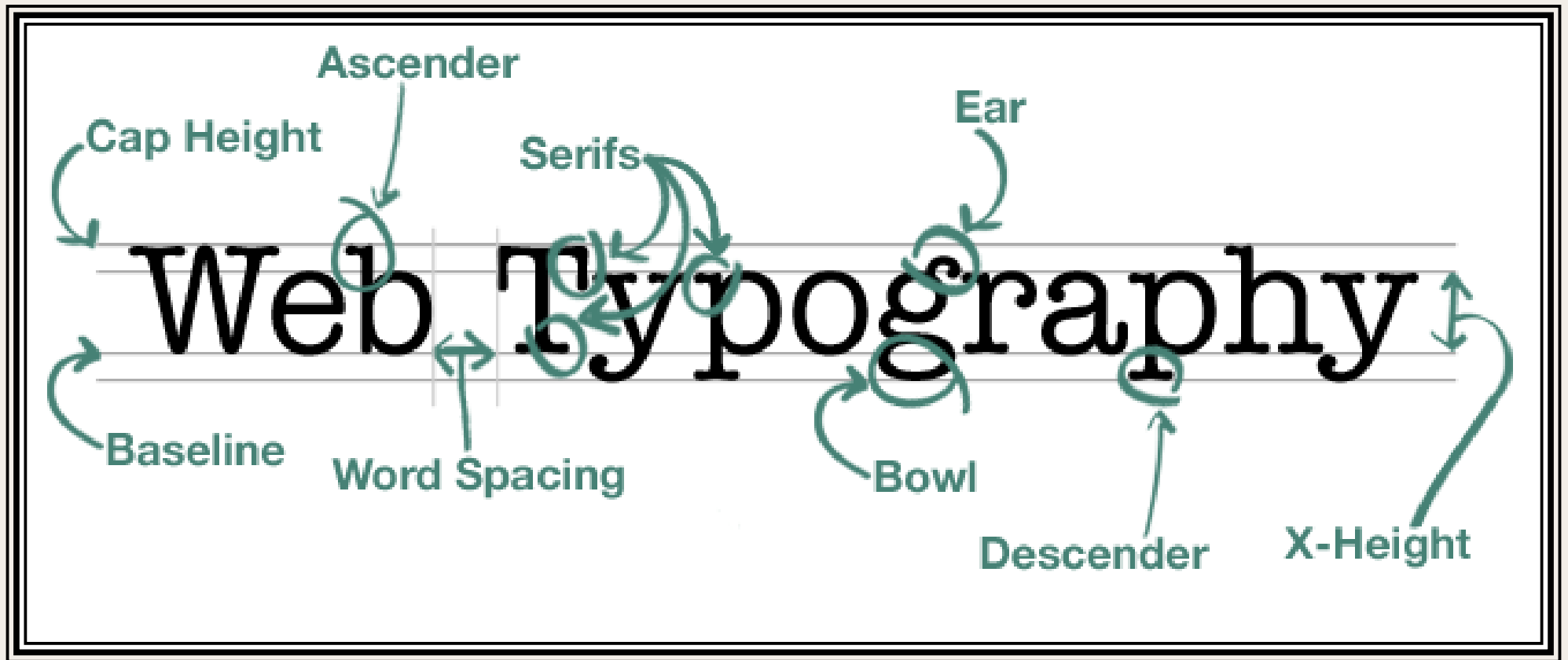


# Web Typography Basics

*A guide to creating readable webpages for developers*

Lydia E. Joslin



Parts of a Character

# Points:

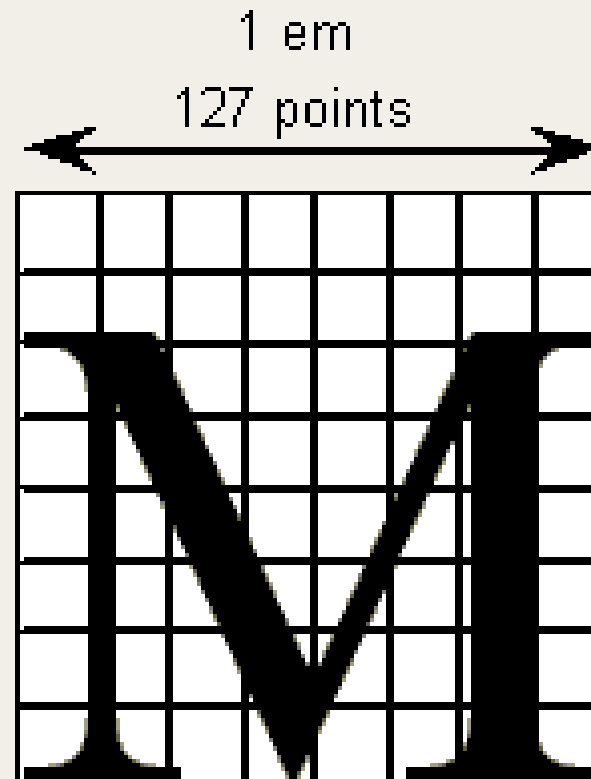
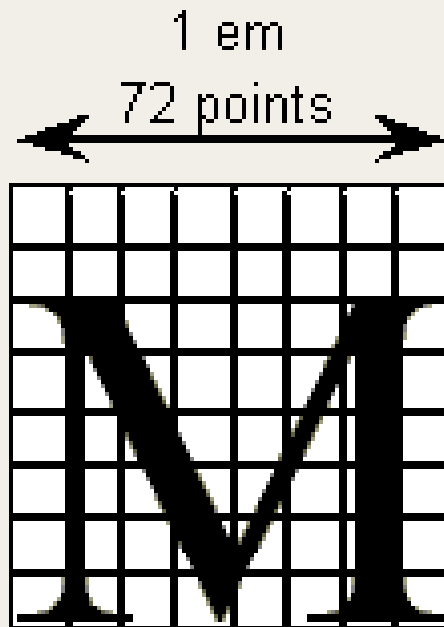
- 72 points = 1 inch

## 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.**

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

## Bad

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

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.
- ⦿ ideal line-height for WEB: 1.3-1.5em;
- ⦿ ideal line-height for print: 1.2em;



# Line-length:

- ◉ 65-75 characters wide is best.
- ◉ width: 27-38 ems;

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

Ad mo beritat iumque cus serorestrum inusdae. Itas el mo beruptatior aligeniam quatissit, voluptatum faccate qui unt ullectum quos dustiis modionseque ne con nes nectius mod quiatem quasper 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 inihicidium diam fuga. Ic tet il ipit, consedipicia doluptate consed eictas deliciate lab ide cone pa doloratios doloribusant dolores trumqui tem. Neque cuptias aut laborercit, sam sitias molor repel int ressumet, im quibeat. Musa volore velenti nverunt mosam

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

Ad mo beritat iumque cus serorestrum inusdae. Itas el mo beruptatior aligeniam quatissit, voluptatum faccate qui unt ullectum quos dustiis modionseque ne con nes nectius mod quiatem quasper 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 inihicidium diam fuga. Ic tet il ipit, consedipicia doluptate consed eictas deliciate lab ide cone pa doloratios doloribusant dolores trumqui tem. Neque cuptias aut laborercit, sam sitias molor repel int ressumet, im quibeat. Musa volore velenti nverunt mosam faceribus dem reri aut velenihil molesequo commolo reperis poriore volupta vellit latest in restotas acea dolorec aborepudi optaeserchil in nos aditae. Dunt idionse rumqui resequidem lant di core sitaquia samus, et offic temquis incipsundis alitas dolupic tempori onserumquod quibus soluptatur? Fugitatisima derovite derci blati bea iusam

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

Ad mo beritat iumque cus serorestrum inusdae. Itas el mo beruptatior aligeniam quatissit, voluptatum faccate qui unt ullectum quos dustiis modionseque ne con nes nectius mod quiatem quasper 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 inihicidium diam fuga. Ic tet il ipit, consedipicia doluptate consed eictas deliciate lab ide cone pa doloratios doloribusant dolores trumqui tem. Neque cuptias aut laborercit, sam sitias molor repel int ressumet, im quibeat. Musa volore velenti nverunt mosam faceribus dem reri aut velenihil molesequo commolo reperis poriore volupta vellit latest in restotas acea dolorec aborepudi optaeserchil in nos aditae. Dunt idionse rumqui resequidem 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 liquiduciant et vendio. Et lanti con repudae ceperia aut milit, veles non corporiore reium latist aut res magnate eiur sincimi nvenihit undit volupta dolorercipid 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 volliae conet aut et min conse et accupat vit as eatium ipsa voluptas estorum ne pa dolorrum con nus volor aut dolum volupta sandis



# Type Travesties:

- ◉ Unprofessional fonts: Comic Sans, Papyrus, Curlz.
- ◉ Stretching the type, this looks bad

# How many fonts?:

- ◉ 2 or maybe 3. No more, ever.

*Not more  
than 3*  
**typefaces**

# Combining Fonts:

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

# Approach One:

- ◉ *Adobe Garamond Pro + Maple.*
- ◉ Resource: [typeconnection.com](http://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](#)

## *Contents*



<b>INTRODUCTION</b> .....	VII
<i>Contributed by</i> Harold Wood	
LIST OF ILLUSTRATIONS .....	XI
ACKNOWLEDGEMENTS .....	XIII

## **Walden**

Economy .....	1
---------------	---

# Approach Two:

- ◉ Archer + Avenir.
- ◉ Resource: [typeconnection.com](http://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'. It features a light blue background with a white border. On the left, there is a small map of Switzerland with a dot labeled 'ZURICH'. To the right of the map, the word 'Zurich' is written in a large, bold, orange-red sans-serif font, with 'Foodie Travel Guide' in a smaller, grey sans-serif font below it. Below the title, there is a section titled '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....' in a grey sans-serif font. To the right of this section, there is a dark grey box with the text 'TYPES OF FONDUE' in white. Below this box, there is a list of fondue types: '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', and 'Vaudoise Gruyère Fribourgeoise'. On the far right, there is a vertical list of contact information for 'Adler Swiss', 'Engiadina', and 'Fribourger'.

**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 Segna  
081 833 32 66

**Fribourger**  
Rotwandstrasse  
www.fondue.ch  
044 241 90 70

# 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.