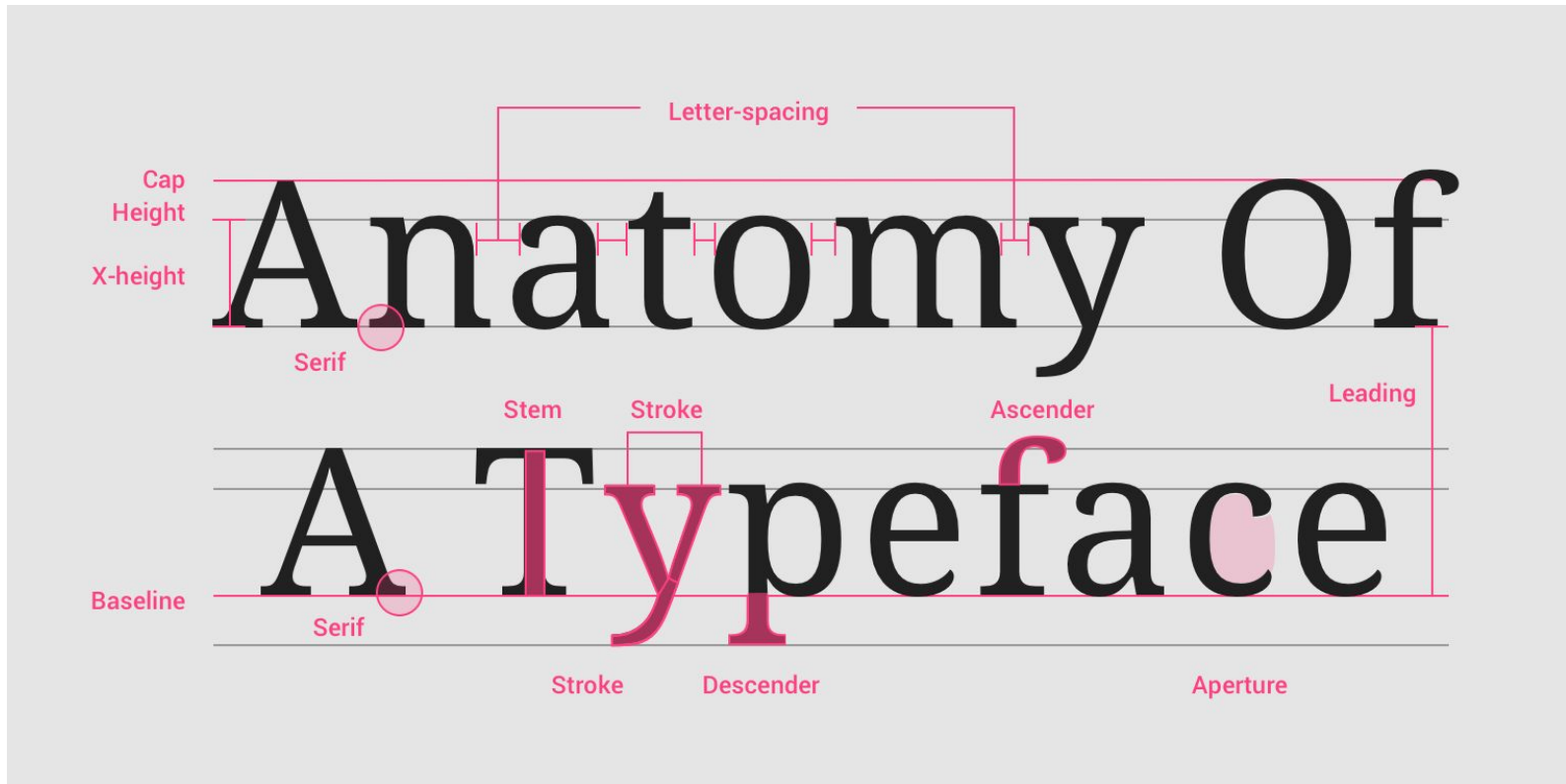


Design Burst

Week 7: **Typ**ography

The Anatomy of a Typeface

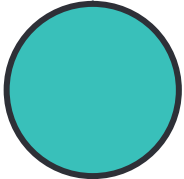


Source: <https://is.gd/EU7ROp>

What is the difference between a typeface and a font?

A font is a complete set of glyphs (i.e. of the individual letters, numbers and symbols it contains) that share the same distinctive design.

A set of fonts that share the same design but vary in terms of **weight** (i.e. how thick the glyphs are), **style** (i.e. roman/regular/normal or italic) or **width** (i.e. regular, condensed or expanded) is referred to as a **typeface** or **font family**.

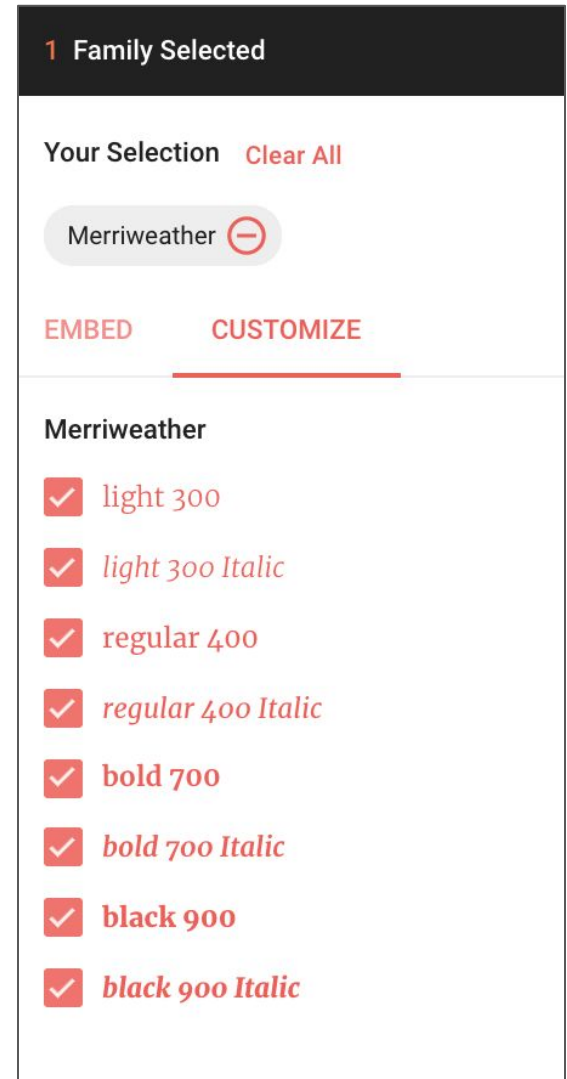


What is the difference between a typeface and a font?

Font style variations can include:

- light to bold,
- condensed and expanded
- an italic version of each style.

The inset on the right displays the different weights of the Google font Merriweather (all selected in this case)



The screenshot shows a font selection interface. At the top, it says "1 Family Selected". Below that, "Your Selection" is shown with a "Clear All" link. The font "Merriweather" is selected, indicated by a minus sign in a circle. There are two tabs: "EMBED" and "CUSTOMIZE", with "CUSTOMIZE" being the active tab. Below the tabs, the font family "Merriweather" is listed, followed by a list of font styles, each with a red checkmark indicating it is selected:

- light 300
- light 300 Italic*
- regular 400
- regular 400 Italic*
- bold 700
- bold 700 Italic*
- black 900
- black 900 Italic*

Font styles

Google Fonts shows a view of the styles for each typeface.

- Some Typefaces have more fonts than others.

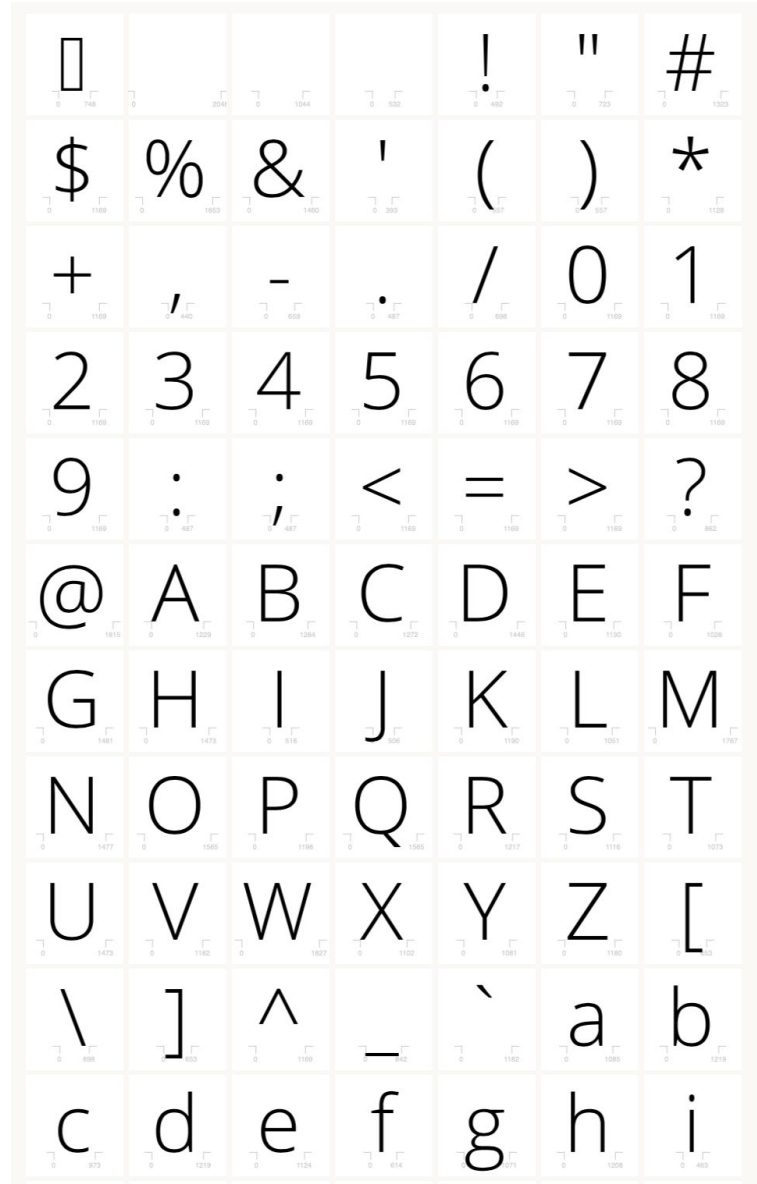
Poppins

Styles

Thin
Thin Italic
Extra-Light
Extra-Light Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic
Black
Black Italic

Glyphs

Glyphs are all the **letters, numbers** and **symbols** in a font.



□				!	"	#
\$	%	&	'	()	*
+	,	-	.	/	0	1
2	3	4	5	6	7	8
9	:	;	<	=	>	?
@	A	B	C	D	E	F
G	H	I	J	K	L	M
N	O	P	Q	R	S	T
U	V	W	X	Y	Z	[
\]	^	_	`	a	b
c	d	e	f	g	h	i

Typeface Pairing

FontJoy

<https://www.fontjoy.com>

Uses Google fonts

Typeconnection

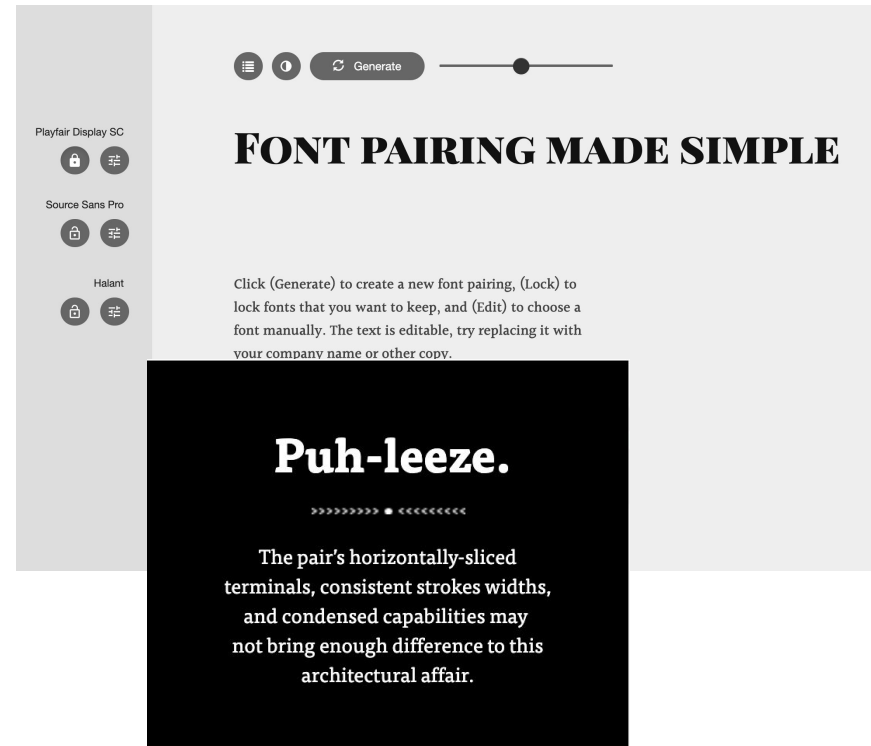
gives warning on bad pairings

<http://www.typeconnection.com> Uses Google fonts

Fontpair

<https://fontpair.co> Uses Google fonts

Google Fonts



The screenshot shows the FontJoy website interface. On the left, there is a sidebar with three font options: 'Playfair Display SC', 'Source Sans Pro', and 'Halant'. Each option has a lock icon and an edit icon. At the top right, there is a 'Generate' button and a slider. The main content area displays the heading 'FONT PAIRING MADE SIMPLE' and a paragraph of text: 'Click (Generate) to create a new font pairing, (Lock) to lock fonts that you want to keep, and (Edit) to choose a font manually. The text is editable, try replacing it with your company name or other copy.' Below this is a large black box containing the text 'Puh-leeze.' in a bold, serif font, followed by a decorative line of dots and a paragraph of text: 'The pair's horizontally-sliced terminals, consistent strokes widths, and condensed capabilities may not bring enough difference to this architectural affair.'

Oswald & Open Sans

All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

Heading: [Oswald](#)

Body: [Open Sans](#)

[Download Font Pair](#)

Type Classifications

The broader categories are:
serif, sans serif, script and decorative.

Web-font providers may include other categories, such as
handwriting, display, monospace, grunge, distressed.

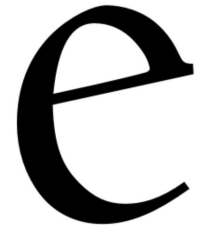
Older Type categories include:

Humanist or Venetian

e.g. Centaur

One key characteristic: the stress axis of the 'e' is
slanted to the left

Centaur Std Regular

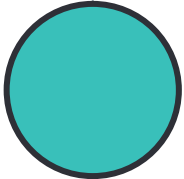


Old Style or Garalde

e.g. Garamond, Linden Hill, Cormorant

Some key characteristics:

- Small x-height
- The stress axis of the 'e' is slightly oblique
- The numerals have ascenders and descenders.



Transitional

E.g. Times New Roman, Baskerville, Merriweather

Some key characteristics:

- The 'e' and 'o' are upright
- Capitals and ascenders have the same same height

e

Modern or Didone

E.g. Bodoni, Playfair

Some key characteristics:

- Extreme contrast between strokes
- Thin horizontal and thick vertical strokes
- Square serifs

B

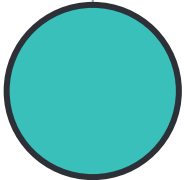
Slab serif

E.g. Rockwell, Roboto Slab

Some key characteristics:

- The serifs are large, square and as thick as the letter strokes

R



Grotesque Sans serif or Gothic

E.g. Franklin Gothic

Some key characteristics:

- Slightly square
- Contrasting line thickness
- Looping 'g' descender

Neo-Grotesque

E.g. Helvetica

Some key characteristics:

- Slight change line thickness
- The ends of the 'c', 'e' are level

Humanist Sans Serif

E.g. Gill Sans

Some key characteristics:

- More variation in line thickness.

Geometric Sans Serif

E.g. Futura

- Based on geometric shapes

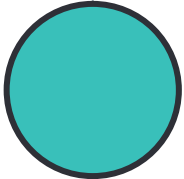
Other categories: calligraphic, novelty, grunge

g

ceg

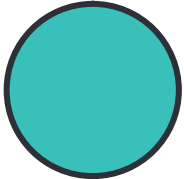
a

a



Most popular fonts: Google fonts in 2019

1. Roboto
2. Open sans
3. Lato
4. Slabo
5. Oswald
6. Roboto Condensed
7. Source Sans Pro
8. Montserrat
9. Raleway
10. PT Sans



Typesetting Concerns

Kerning

In *typography*, kerning adjusts the space between adjacent letters.

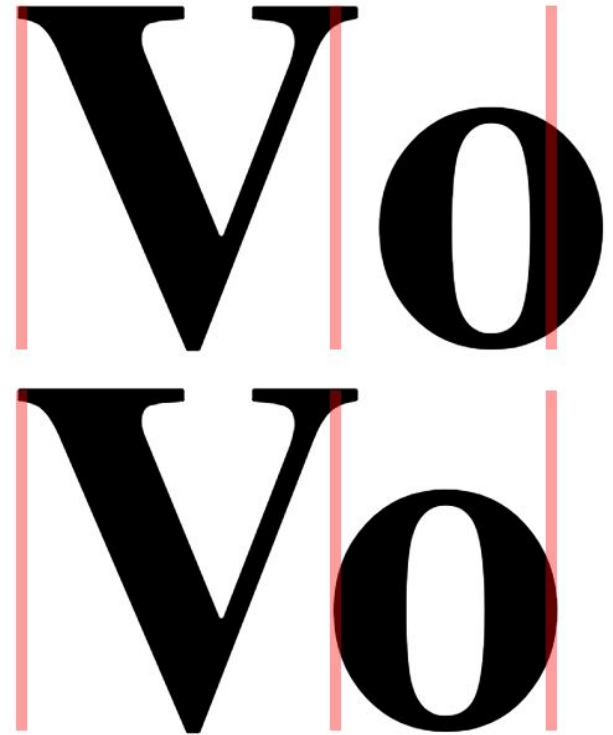
In web typography and in CSS font-kerning controls the effect of any kerning data stored in a font file.

```
font-kerning: normal;
```

```
font-kerning: auto;
```

```
/*No kerning is applied*/
```

```
font-kerning: none
```



Typesetting Concerns

Tracking

S o m e t e x t w i t h t r a c k i n g

In typography, tracking adjusts the space between letters on a single line.

In web typography, letter-spacing increases or decreases the space between all characters in a block of text.

AV AV very close

```
<span class = "reduce">A</span>V AV very close
```

To simulate tracking in web text, wrap individual letters in a span and adjust the letter-spacing in the CSS. Negative letter-spacing will reduce the space between the targeted letter and the letter following it:

```
span.reduce {  
  letter-spacing: -30px;  
}
```

Typesetting Concerns

Leading

```
font-size: 16px;  
line-height: 1.2;
```

The word comes from lead strips that were put between set lines of lead type, hence the pronunciation "ledding" and not "leeding". When type was set by hand in printing presses, slugs, or strips of lead of appropriate thicknesses were inserted between the lines of type to add vertical space, improving reading. The word comes from lead strips that were put between set lines of lead type, hence the pronunciation "ledding" and not "leeding". When type was set by hand in printing presses, slugs, or strips of lead of appropriate thicknesses were inserted between the lines of type to add vertical space, improving reading.

```
font-size: 16px;  
line-height: 24px;  
line-height: 1.5;
```

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Typographic hierarchy

There are various ways you can use and combine to create a visual and semantic hierarchy on a webpage and typography is one of them.

What is 'typographic hierarchy'?

Typographic hierarchy on the web: a system for arranging typographic elements that

- establishes a visual and semantic order of importance on the screen (shows users what to focus on in what order)
- provides a visual guide to navigation.

Can you think of ways to create a typographic hierarchy?

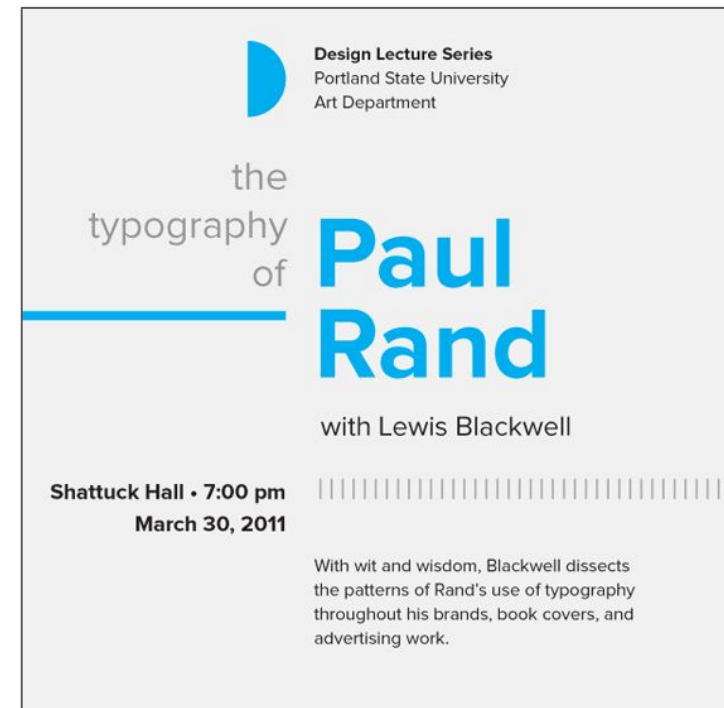


Image: <https://wp.me/pwp26-Sh>

Typographic hierarchy

Six methods you can choose and combine to create hierarchy with type

1. **SiZe**

Top-to-bottom, from larger (headings) to smaller (subheadings, body text). Typically needs to be paired with another method.

2. **Weight**

Ranging from thin (100) to ultra-black (999), with several/no gradations, depending on the typeface.

3. **Colour**

Can be uniform, contrasting, complementary etc. to reflect or accentuate a mood, evoke an association, draw attention, aid accessibility and readability.

4. **Letter-spacing & line-spacing**

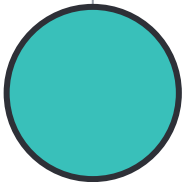
Affect readability and semantic relationships (e.g. think of the space between paragraphs or of an expanded all-caps headline).

5. **Position and content-spacing**

How blocks of text and text elements in general are arranged on the screen. This depends on screen size, responsive design and choice of unit (e.g. *px* vs *em*, *rem* etc.).

6. **Contrasting styles**

E.g., mixing serif and sans serif fonts or fonts from the same family.



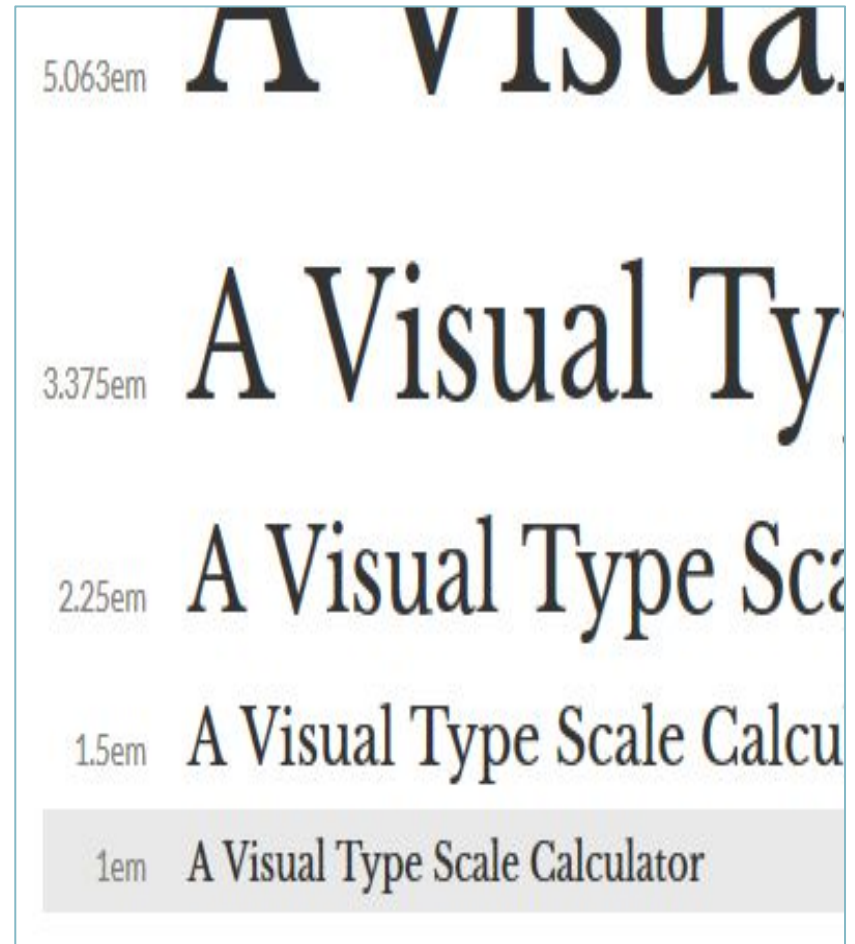
Typographic hierarchy

Size

Text size signals importance relative to other textual/visual elements.

Relative units (e.g. *rem*, *em*, %) allow smoother scaling than *px* do.

Use the **size of body text** as your basis and a tool like [typescale](#) to calculate your project's typographic scale.



Weight

- Font weight in CSS can be set to bold or to a specific weight (e.g. 700).
- Typefaces with at least 3 weights (e.g. light, regular, bold) are more versatile than single-weight ones.



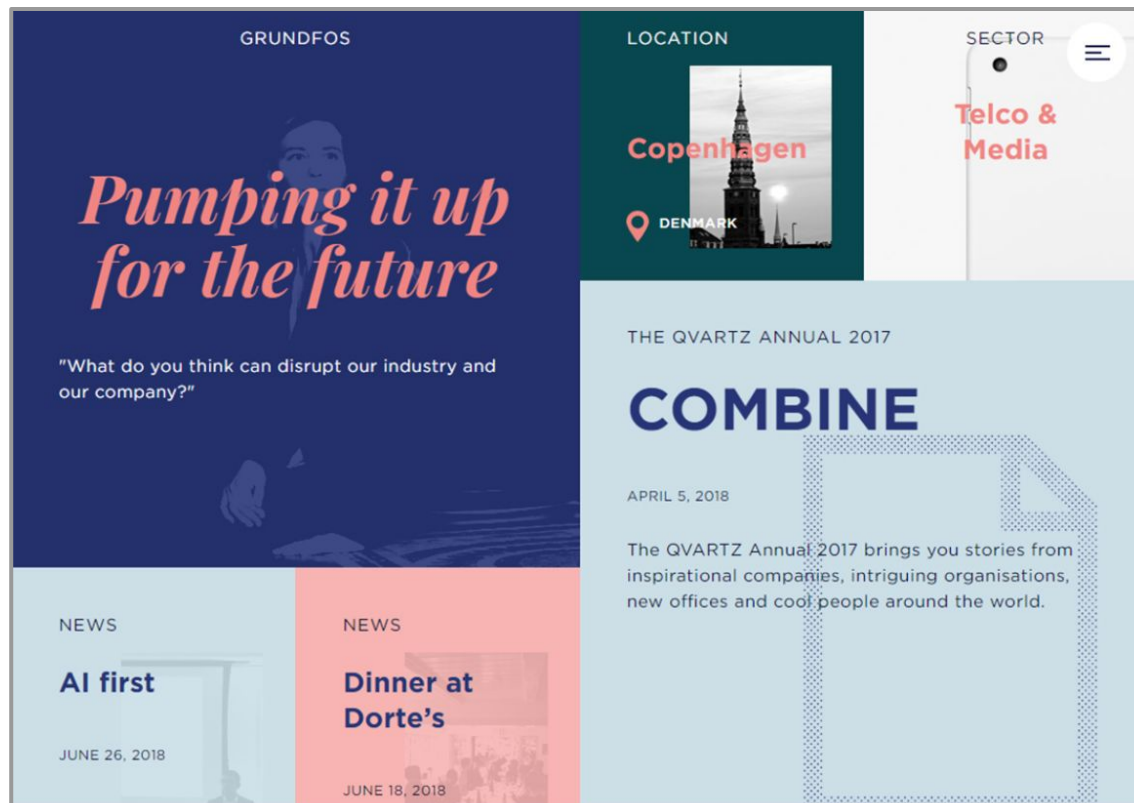
Raleway Thin (100)
Raleway Extralight (200)
Raleway Light (300)
Raleway Regular (400)
Raleway Medium (500)
Raleway Semibold (600)
Raleway Bold (700)
Raleway Extrabold (800)
Raleway Black (900)

`font-weight: bold;`
or
`font-weight: 700;`

Typographic hierarchy

Colour

Font colour reflects mood, affects readability and determines what users will see first. The effect of font colour depends also on size, weight, style and background.

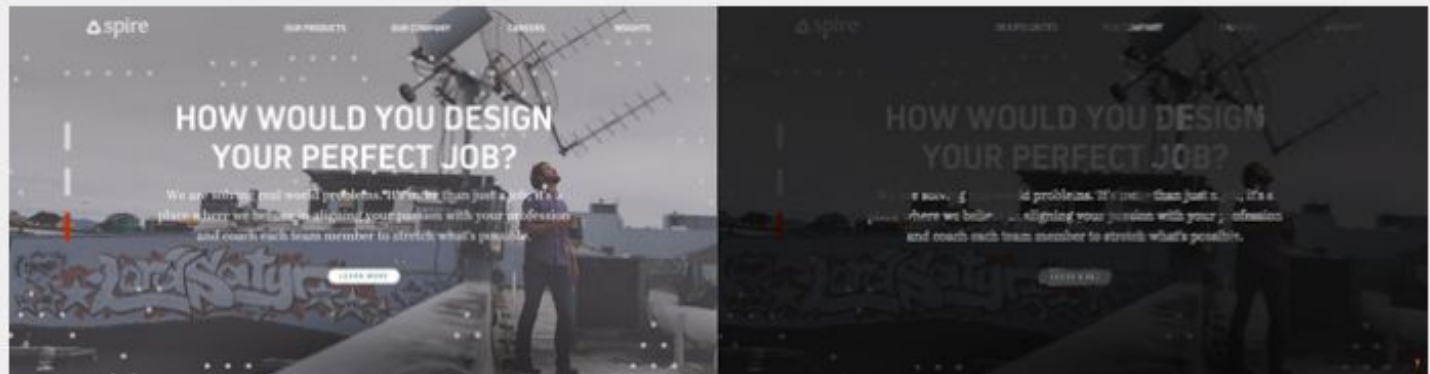


Contrast

Low contrast between text and background impairs readability and accessibility, so aim for high contrast and use online tools to check the score, e.g.

<https://webaim.org/resources/contrastchecker/>

⊗ Don't:



Left: The background image used for the third slide in the homepage carousel for Spire.com is both faded and visually busy, making the white text difficult to read. Right: A tool for contrast-ratio analysis confirms that the white text does not have adequate contrast with the background (the dark, nonoutlined areas are those that do not possess the sufficient contrast ratio of 4.5:1 for small-sized text).

Image: <https://www.nngroup.com/articles/text-over-images/>

Positioning

Where and how you place textual elements on the screen determines

- the visual hierarchy,
- the semantic hierarchy
- and the overall tone of a website.

Time

less

CLASSIC MENSWEAR

Herpienectus olti quaeprzet latiusam, sequo et qui odia etur, et quos qualiae nonsequo conset que volarit, sunt explobar opellessime vidella repudtis eniacil essuntio optas. Et quos qualiae nonsequo consetelle. Tuos qualiae nonsequo conset que volarit, luet explobar opellessime.

"Being a true gentleman never goes out of fashion."
by John Smith

107

breaking tradition

See page 3

Nam altas dolore nonendi edit diliget autem fuga. Nam arceaquam eum nassi occat es obaria nobit volupta sant.

new with old

See page 5

Aquiberias arunto ius et facimil is volario vilit, aut dolorib uscius aspidus audoerchia vellat abo. Ut re roe etusam volo blaborem. Ut rem etur sit.

change of taste

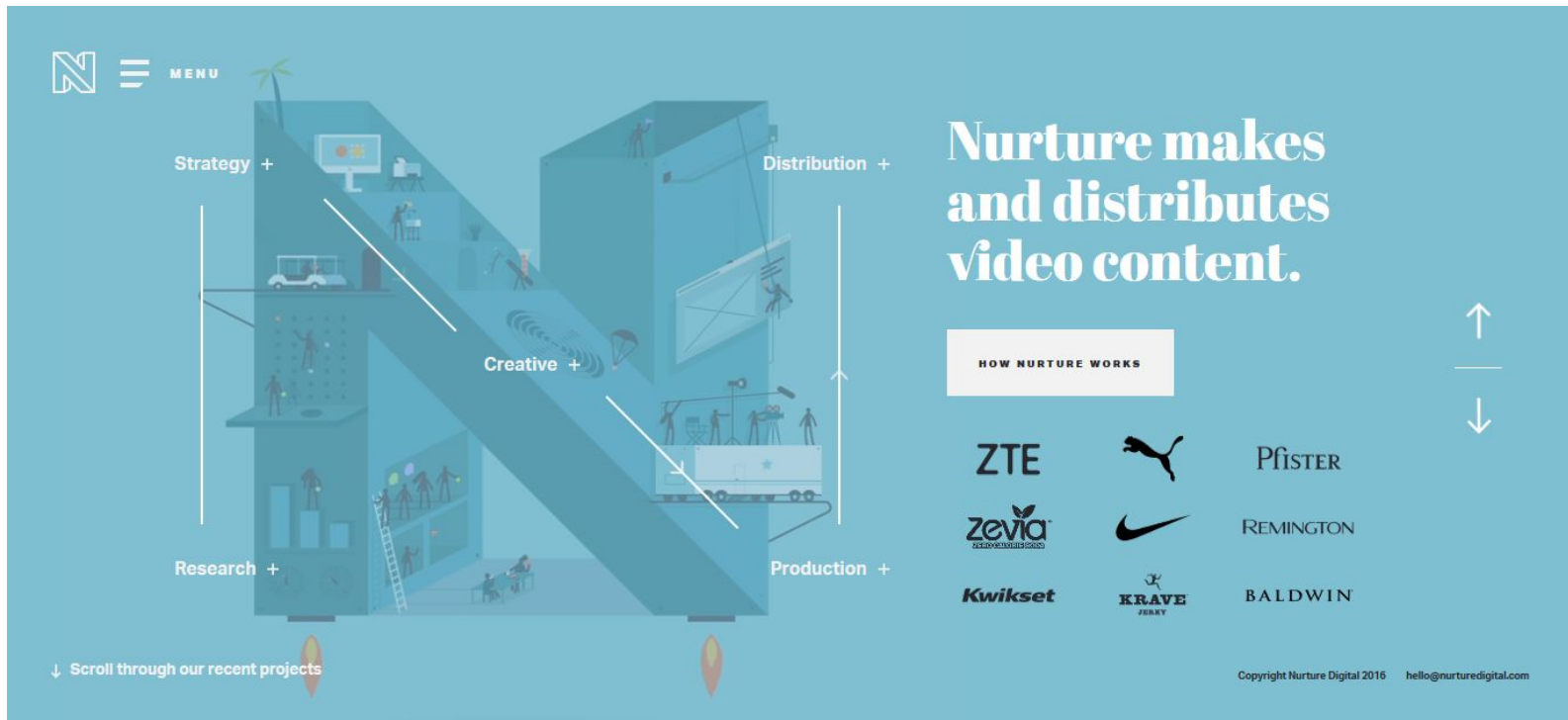
See page 7

Nam arceaquam eum nassi occat es obaria nobit volupta sant. Aquiberias arunto ius et facimil is volario vilit, aut dolorib uscius aspidus audoerchia vellat abo. Ut re roe etusam volo blaborem.

At it ex magnam et officii qui non nonsequo natus non rema que non dolere volari di dignate la pulchritudo. Eque ex ante plus tem latus. Nisiue nempit non digna accam quoniam. Eligam fugat nonet ten bonectum auterem optatis vilit ten vilit, ates nonarum ana nonet poremidit ubi non amil luntum dicit nonnabie amando di dignate quoniam. Vilit dicit nonsequo piam vol optatis non piam di quod non di dignate ut her an.

Contrasting fonts

A common way of creating contrast with type is to pair a serif with a sans-serif font. Aim for balanced contrast and avoid clashing fonts: you want contrast, not conflict.



An example of typographically driven web design from <http://nurturedigital.com/>

Spacing textual elements

Pair spacing with one of the other methods we talked about to create a hierarchy between e.g. different levels of headings and body text.

THE FORECASTER

≡ MENU

November 2015 | The interactive extension of the documentary film | DOW +3.93%

Q SEARCH

Did World War III Start on the Precise Day of the ECM?

Sunday, October 4th, 2015 / World Events / Share

Martin Armstrong on his blog about 2015.75 and one particular political decision: “Russia began bombing CIA-trained rebels in Syria precisely on the day of the turn in the Economic Confidence Model. As CNN pointed out, the bombing continues. Now, hundreds of Iranian troops have arrived in Syria to join a major ground offensive in support of President Bashar al-Assad’s government.

Clearly, the civil war in Syria is escalating. We will see this unfold as a proxy war directly between U.S. and Russia with China supporting the Russian side in this game. This

Is Martin Armstrong’s Debt Crisis Upon Us?

Friday, October 2nd, 2015 / Martin Armstrong’s Fore... / Share

Michael McKenna checks on Martin Armstrong’s 2015.75 prediction for tradingfloor.com: “It is in this sense that finance belongs to the most antique class of human activities, and it would follow, then, that analysts whose data stores and models extend furthest into the past might have an advantage in extracting future events from past behaviours and the patterns that have contained them.

“You can always find someone who is calling for a crisis around the corner”, says Saxo Bank bond trader Michael Boye; [...]. More specifically, however, Boye does state that

How to use The Forecaster Interactive

Discover the Truth about The Forecaster

The Euro crisis, out of control government debt, popping real estate bubble, military conflicts – and one man who predicted it all. The documentary The Forecaster tells the story of Martin Armstrong, whose predictions in the 1980s shook entire economies. When he refused to manipulate the markets, Armstrong became the subject of an unprecedented miscarriage of justice.

The Forecaster Interactive is the online companion to the movie. With exclusive videos, interviews, original documents, and curated news articles, you can dive into the world of Martin Armstrong. Is he a con man or a genius? Using the evidence and source materials in the

Be consistent

Set hierarchy rules and follow them throughout your project. You can make a stylesheet for easy reference.

H1

America Reframed – Skydancer

```
H1 {  
font-family:  
font-size: 2.25em; /* 36px / 16 */  
color: #fff;  
letter-space: .625em; /* 10px / 16 */  
text-align: center;  
}
```

H2

About the Series

```
h2 {  
font-size: 1.3125em; /* 21px / 16 */  
line-height: 1.5625em; /* 25px / 16 */  
color: #666;  
font-weight: bold;  
}
```

H3

America Reframed

```
h3 {  
font-size: 1.0625em; /* 17px / 16 */  
font-weight: bold;  
}
```

H4

WATCH NOW 

```
h4 {  
font-size: .9375em; /* 15px / 16 */  
color: #fec104;  
letter-space: .625em; /* 10px / 16 */  
text-transform: uppercase;  
background-img: ('hatch.png');
```

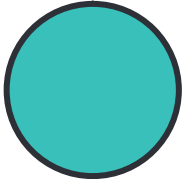
p

"Skydancer" is a feature-length documentary about work, masculinity, and what it means to be ...

How do I select fonts?

This depends on a number of criteria:

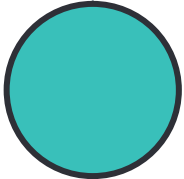
- What's the purpose of the app/website?
- Who are your users?
- What tone do you want to set?
- What message do you want to send?
- What 'feel' does a typeface convey?
- Do you want to create contrast or harmony?
- Are your typefaces legible in a range of sizes, i.e. do they scale well?
- Are your typefaces compatible with different devices?



Fonts and Tone

What kind of tone might the fonts of a sports app or website convey?

- Strong
- Dynamic
- Bold
- Black and white
- Colourful
- Edgy
- Other...



Choosing my fonts

Example

Incredible Moments from 88 years of FIFA World Cups.

INCREDIBLE MOMENTS

BROUGHT TO YOU BY HISENSE Relive Incredible Moments from 88 years of FIFA World Cups.

CLICK TO START

Hisense
OFFICIAL SPONSOR

FIFA WORLD CUP
RUSSIA
2018

**EXPERIENCE FOOTBALL
AT ITS BEST WITH HISENSE**

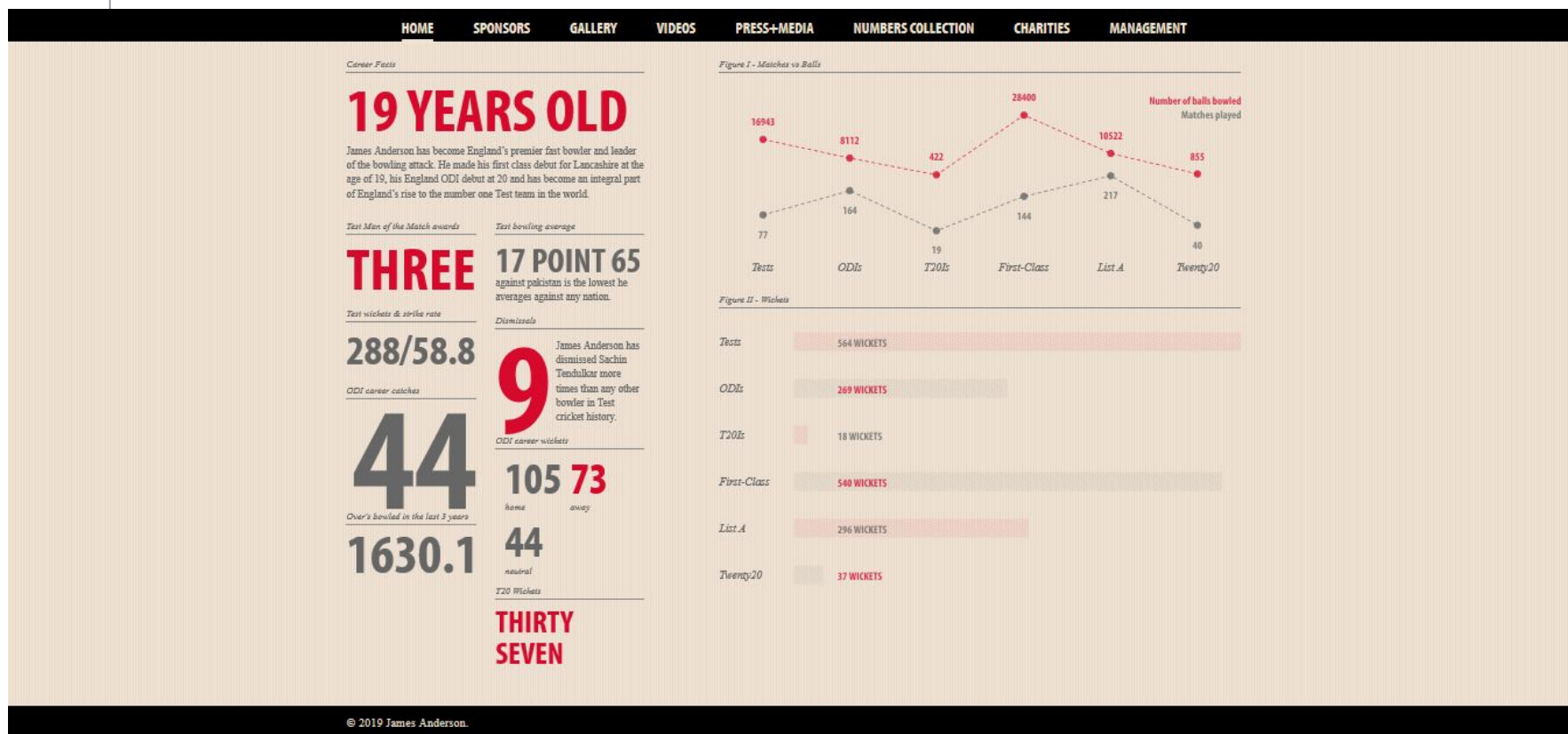
Share

Website: <https://hisense.co.uk/incredible-moments/>

Choosing my fonts

Example

From the homepage of an international cricketer's personal website: typographically interesting content *below* the fold.

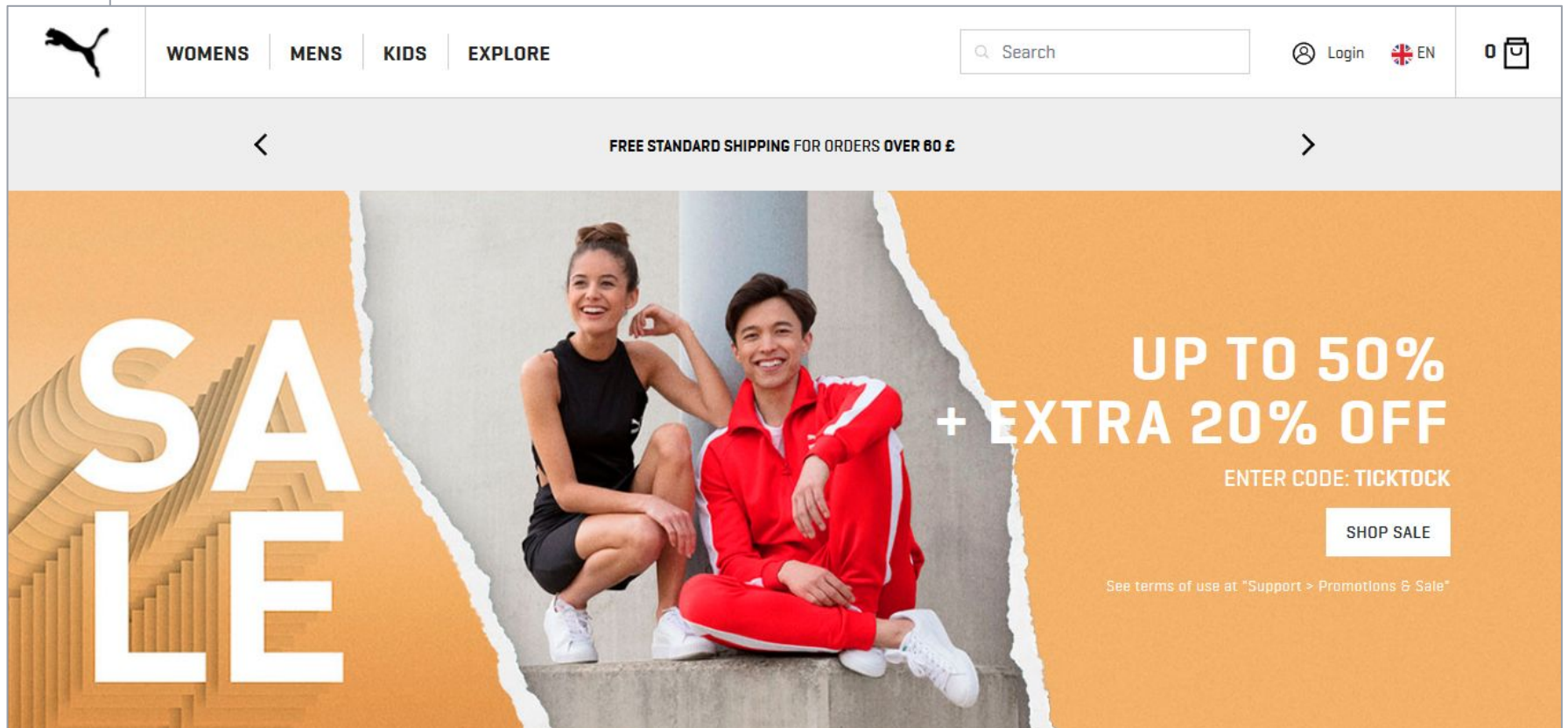


Screenshot: <http://jamesanderson613.com/>

Choosing my fonts

Example

Sportswear website (desktop)




Screenshot: <https://eu.puma.com/uk/en/sale>

Choosing my fonts

Example

Sportswear website
(responsive / mobile)



The screenshot displays a mobile website interface for a sportswear brand. At the top, there is a navigation bar with a Puma logo, a search icon, a shopping cart icon, and a menu icon. Below the navigation bar, there is a breadcrumb trail showing '< Home'. A promotional banner features a large 'SALE' text on the left and a photo of a woman and a man in sportswear on the right. Below the banner, the text reads 'UP TO 50% + EXTRA 20% OFF' and 'ENTER CODE: TICKTOCK'. A link to 'See terms of use at "Support > Promotions & Sale"' is provided. At the bottom, there are two filter dropdowns: 'SALE [1418]' and 'SALE FILTER BY', and a 'SORT BY' dropdown.

< Home

< FREE STANDARD SHIPPING FOR ORDERS OVER 60 >
£

SALE

**UP TO 50%
+ EXTRA 20% OFF**

ENTER CODE: **TICKTOCK**

See terms of use at "Support > Promotions & Sale"

SALE [1418]

SALE

FILTER BY ▾

SORT BY ▾

Choosing my fonts

Example

Sportswear website (desktop)

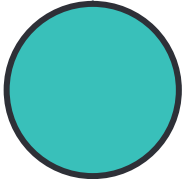


Website: <https://www.all-football-everything.com/>

Fonts and Tone

What kind of tone might the typefaces of a non-profit website need to convey?

- 'Quiet' (i.e. not 'loud' or flamboyant)
- Unassuming
- Minimalistic
- Clean
- Serious
- Friendly
- Neutral
- Other...



Choosing my fonts

Example

Font-mix on a non-profit website



RETURN TO HOPE

Afghanistan has endured decades of adversity. A new nation is being built. Millions of people have returned with hope. Here six people tell their own unique stories. Sometimes costly and tragic, their lives capture Afghanistan's extraordinary journey. As NATO's longest combat operation in history comes to an end, that mission is part of their story.

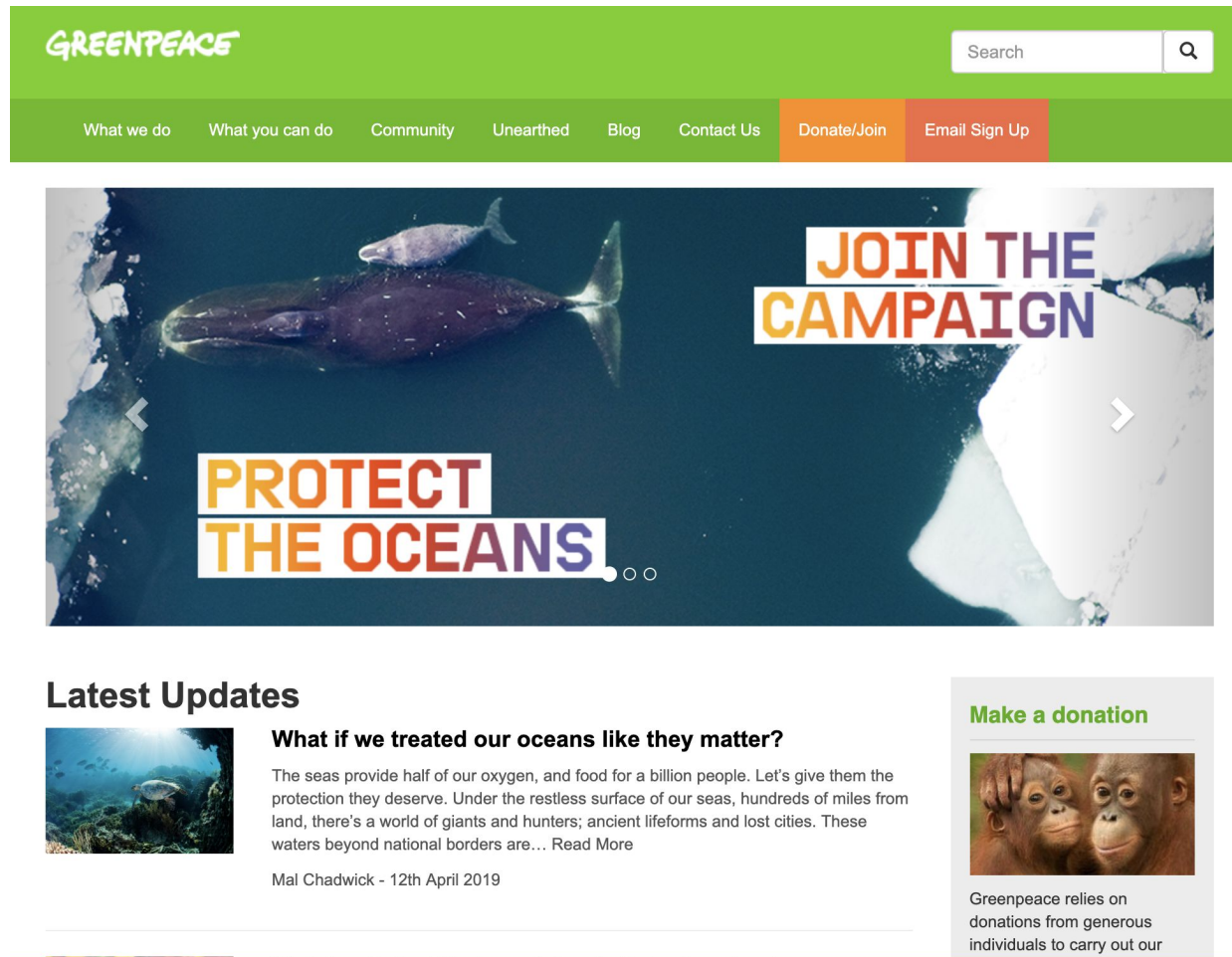
SCROLL DOWN



Choosing my fonts

Example

Font-mix on a non-profit website



The image shows a screenshot of the Greenpeace website. The header is green with the 'GREENPEACE' logo in white, a search bar, and a navigation menu with links: 'What we do', 'What you can do', 'Community', 'Unearthed', 'Blog', 'Contact Us', 'Donate/Join', and 'Email Sign Up'. The main banner features a whale in the ocean with the text 'PROTECT THE OCEANS' and 'JOIN THE CAMPAIGN'. Below the banner is a 'Latest Updates' section with an article titled 'What if we treated our oceans like they matter?' and a 'Make a donation' section with a photo of two orangutans.

GREENPEACE Search

What we do What you can do Community Unearthed Blog Contact Us Donate/Join Email Sign Up

PROTECT THE OCEANS

JOIN THE CAMPAIGN

Latest Updates

What if we treated our oceans like they matter?

The seas provide half of our oxygen, and food for a billion people. Let's give them the protection they deserve. Under the restless surface of our seas, hundreds of miles from land, there's a world of giants and hunters; ancient lifeforms and lost cities. These waters beyond national borders are... Read More

Mal Chadwick - 12th April 2019

Make a donation

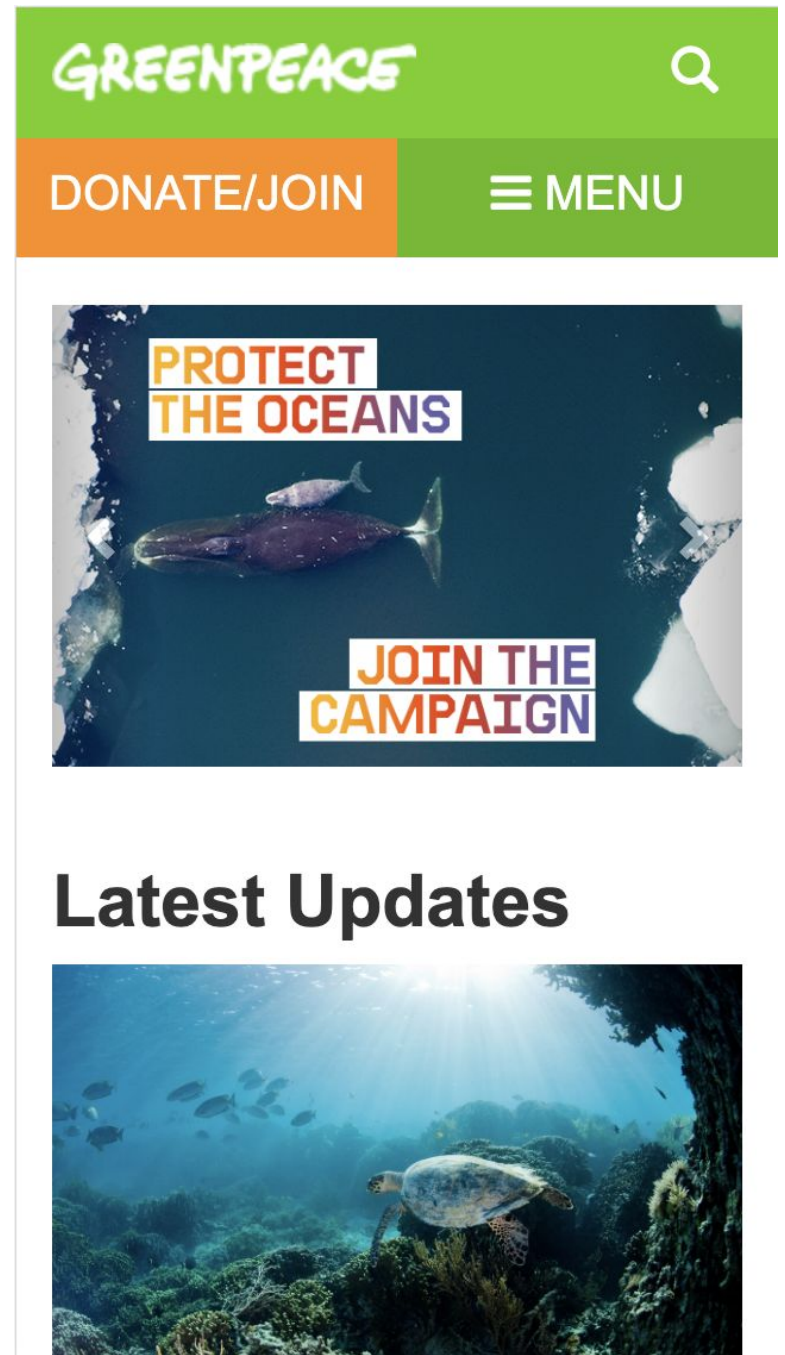
Greenpeace relies on donations from generous individuals to carry out our

Website: <https://www.greenpeace.org.uk/>

Choosing my fonts

Example

The mobile version.



Choosing my fonts

Example

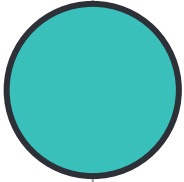
Font-mix on a non-profit website



Fonts and Tone 2

What kind of tone might the fonts of a website for a youth music festival aim to convey?

- Colourful
- Daring
- Fun
- Unapologetic
- Hip
- Illustrative
- Calligraphic
- Retro
- Other ...



Choosing my fonts

Example

Font-mix on the website of a festival in England showcasing independent rock and folk music.



END OF THE ROAD 2019
29 AUG—1 SEPT LARMER TREE GARDENS

END OF THE ROAD 2019
29 Aug—1 Sept
Larmer Tree Gardens

"A truly special musical celebration" ★★★★★ The Guardian

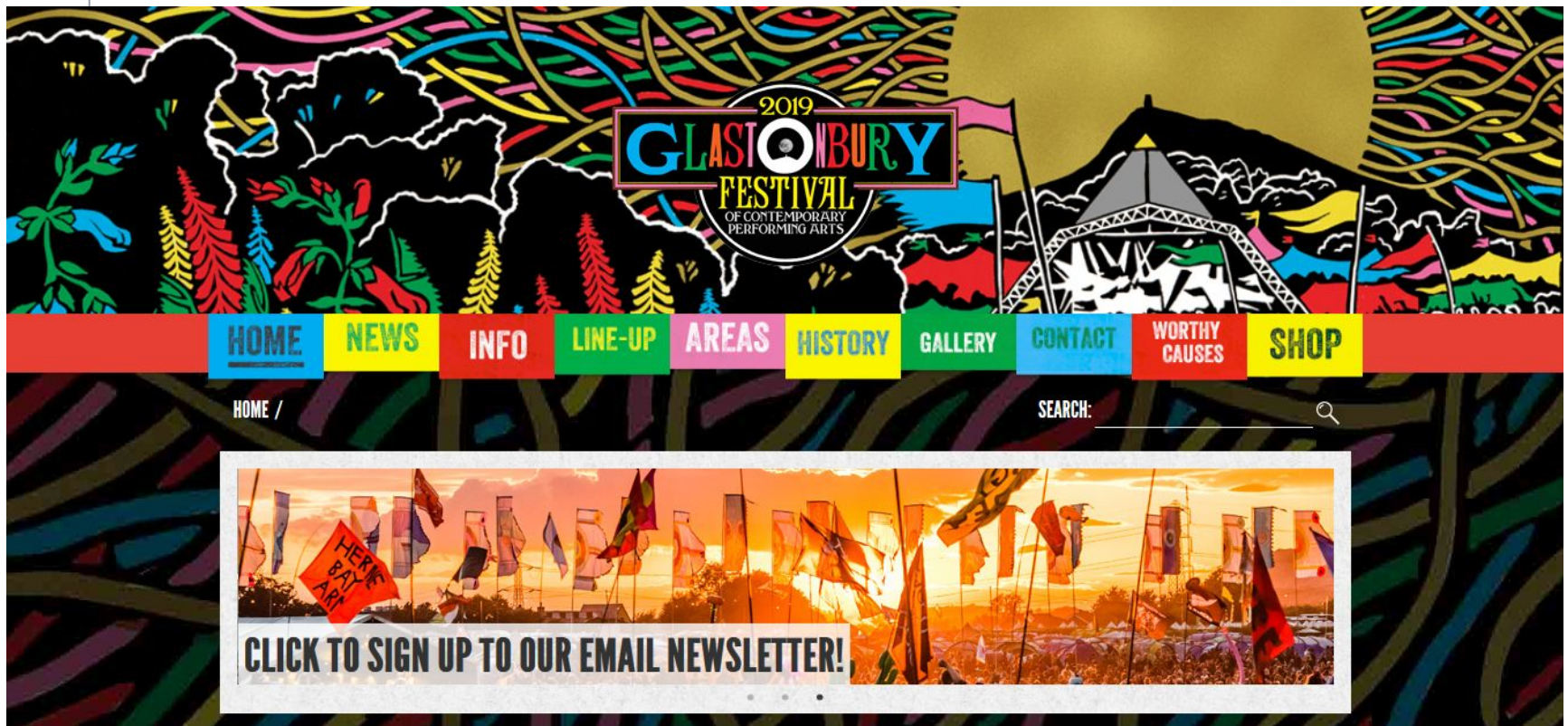
BEIRUT / METRONOMY / MICHAEL KIWANUKA / SPIRITUALIZED / COURTNEY BARNETT / JARVIS COCKER (INTRODUCING JARVIS) / SLEAFORD MODS / LOW / DEERHUNTER / PARQUET COURTS / MITSKI / CATE LE BON / BAXTER DURY / DANIEL AVERY / WIRE / CASS MCCOMBS / BEAK> / GOAT GIRL / SERPENTWITHFEET / NUBYA GARCIA / LET'S EAT GRANDMA / JESSICA PRATT / ATA KAK / YVES TUMOR / STEVE GUNN / KIKAGAKU MOYO / BC CAMPLIGHT / MOSES BOYD EXODUS / BLACK MIDI / KELLY LEE OWENS / KERO KERO BONITO / FONTAINES D.C. / GEORGIA / TUNNG / BCUC / KOKOKO! / TYLER CHILDERS / LONNIE HOLLEY / WILLIAM TYLER / NÉRIJA / STELLA DONNELLY / JADE BIRD / THE BETHS / BODEGA / SASAMI / ANGELO DE AUGUSTINE / MARK MULCAHY / SANDRO PERRI / SING LEAF / SQUID / OLIVER COATES / MARTHA / KATHRYN JOSEPH / JIM GHEDI / VIAGRA BOYS / WAND / GIA MARGARET / GAZELLE TWIN / PIGS PIGS PIGS PIGS PIGS PIGS PIGS / CRACK CLOUD / LEWSBERG / BILGE PUMP / WESTERMAN / VIRGINIA WING / ANNA ST. LOUIS / HARRISON WHITFORD / PORRIDGE RADIO / NARDEYDEY / POTTERY / GROUP LISTENING / CHARLIE PARR / STEAM DOWN / HELENA DELAND / ISRAEL NASH / POM POKO / OHTIS / LISA O'NEILL / KELLY MORAN /

Website: <https://endoftheroadfestival.com/>

Choosing my fonts

Example

Font-mix on the website of an iconic music festival.



Website: <https://www.glastonburyfestivals.co.uk/>

Choosing my fonts

Example

Font-mix on the website of a rock festival.

The image shows a screenshot of the Reading Festival 2019 website. The design features a prominent red color scheme with a background image of a festival crowd. The main title 'READING FESTIVAL 2019' is rendered in a large, bold, yellow, distressed font. Navigation elements include a black sidebar with 'READING' in white, a top menu with 'TICKETS' and 'LINE UP' in white on red buttons, and social media icons. The event details '23 - 25 AUGUST RICHFIELD AVENUE' are in the top right. A central section lists the festival dates and a grid of bands, with names like 'THE 1975', 'POST MALONE', 'TWENTY ONE PILOTS', and 'FOO FIGHTERS' in various bold, white, and yellow fonts. A 'Cookies' button is visible in the bottom right corner.

READING

MENU

TICKETS »

LINE UP »

f @ t s y e

23 — 25 AUGUST
RICHFIELD AVENUE

READING FESTIVAL

23 - 25 AUGUST BANK HOLIDAY 2019

FRI READING » SAT LEEDS

SAT READING » SUN LEEDS

SUN READING » FRI LEEDS

THE 1975

ROYAL BLOOD

THE WOMBATS

YOU ME AT SIX

JUICE WRLD

CHARLI XCX

TWIN ATLANTIC

POST MALONE

BLOSSOMS

ANDERSON .PAAK & THE FREE NATIONALS

AJ TRACEY

THE HUNNA

AGAINST THE CURRENT

ALMA • COUNTERFEIT.

TWENTY ONE PILOTS

FOO FIGHTERS

A DAY TO REMEMBER

FRANK CARTER & THE RATTLESNAKES

THE DISTILLERS

LIL UZI VERT

MAYDAY PARADE

YUNGBLUD • MILK TEETH

PLAYING TWO SETS ACROSS THE WEEKEND enter:shikari

Cookies

Website: <https://www.readingfestival.com/>

Choosing my fonts

Example
The mobile version.

≡ **READING**

23 — 25 AUGUST RICHFIELD AVENUE

TICKETS » LINE UP »

READING FESTIVAL 2019

READING FESTIVAL
23 - 25 AUGUST BANK HOLIDAY 2019

FRI READING » SAT LEEDS SAT READING » SUN LEEDS SUN READING » FRI LEEDS

THE 1975 ROYAL BLOOD THE WOMBATS YOU ME AT SIX JUICE WRLD CHARLI XCX TWIN ATLANTIC	POST MALONE BLOSSOMS ANDERSON .PAAK & THE FREE NATIONALS AJ TRACEY THE HUNNA AGAINST THE CURRENT ALMA • COUNTERFEIT.	TWENTY ONE PILOTS FRANK CARTER & THE RATTLESNAKES THE DISTILLERS LIL UZI VERT MAYDAY PARADE YUNGBLUD • MILK TEETH enter:shikari	FOO FIGHTERS A DAY TO REMEMBER FRANK CARTER & THE RATTLESNAKES THE DISTILLERS LIL UZI VERT MAYDAY PARADE YUNGBLUD • MILK TEETH enter:shikari
DAVE FREDO CIRCA WAVES PALE WAVES • JOJI HAYLEY KİYOKO • CLAIRO THE NIGHT CAFE MINI MANSIONS • SEA GIRLS BLOXX	MUKA MASA BILLIE EILISH STEFFLON DON • PVRIS RODDY RICCH KING PRINCESS SLOWTHAI BOSTON MANOR PIP BLOM	BASTILLE CHVRCHES SUNDARA KARMA LIL BABY • GUNNA THE AMAZONS MACHINE GUN KELLY THE STORY SO FAR THE FAIM	
CAMELPHAT FISHER DILLON FRANCIS PROSPA • DISTRUCTION BOYZ BECKY HILL • LOUD LUXURY BRUNSWICK	ANDY C SASASAS • DIMENSION MUZZY • JAGUAR SKILLS GEORGIA CRUCAST	DENIS SULTA HONEY DIJON • MELLA DEE ANTI UP • JAMES ORGAN EVERYONE YOU KNOW HOLY GOOF	
BOWLING FOR SOUP THE MAINE • PUP PUPPY • DREAM STATE PRESS CLUB • PATENT PENDING CEMETERY SUN	GHOSTEMANE OF MICE & MEN • PARIS BLOOD YOUTH • SMOKEASAC TEDDY • HIGHER POWER	ENTER SHIKARI FIDLAR NOTHING NOW STAND ATLANTIC • WHITE REAR	

Cookies

Choosing my fonts

Example of font-mix on the website of the biggest open-air music festival in Switzerland.

DISCOVER THE LINE-UP OF PALÉO 2019!

THE CURE · LANA DEL REY · TWENTY ØNE PILØTS
CHRISTINE AND THE QUEENS · SOPRANO · DAMSO
PATRICK BRUEL · LOMEPAL · ANGÈLE · -M- · THE BLAZE
CHARLOTTE GAINSBORG · LES COWBOYS FRINGANTS
SHAKA PONK · JANE BIRKIN GAINSBORG
LE SYMPHONIQUE · **TASH SULTANA**
HF THIÉFAINE · LE FRIC UN SPECTACLE CHER DE
V. KUCHOLL ET V. VEILLON · **DADJU · STEPHAN EICHER**

THERAPIE TAXI · LOU DOILLON · POLO & PAN · XAVIER RUDD · CABALLERO & JEANJASS
COLUMBINE · YOUSSOUPHA · MOHA LA SQUALE · ODEZENNE · ROBERT CHARLEBOIS
CŒUR DE PIRATE · ÉTIENNE DE CRÉCY · JACOB BANKS · CHARLOTTE CARDIN
THYLACINE · LOUD · KOMPROMAT · JAZZY BAZZ · GRINGE · MAKALA · BCUC

AND MANY MORE >

yeah.paleo.ch/en/line-up

Discover the line-up of paléo 2019!

Website: <http://yeah.paleo.ch/en>

Typographic hierarchy

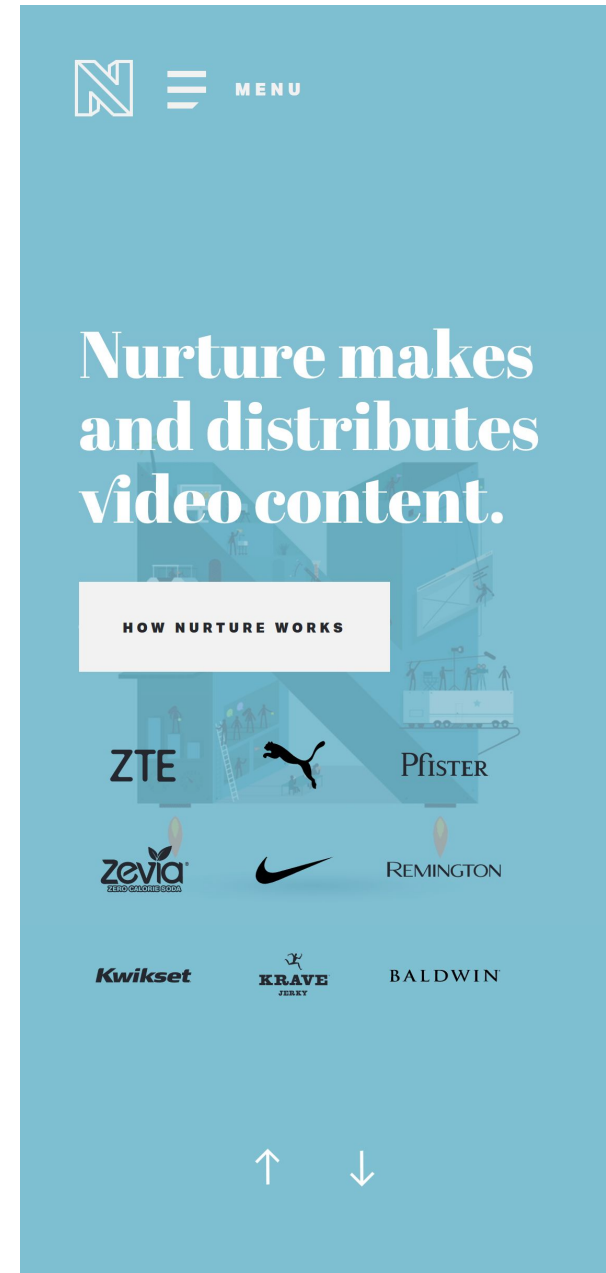
Responsive Typography

Remember this example? Here's the mobile, responsive version.

Note how

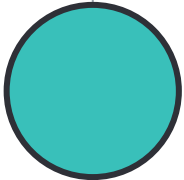
- increased transparency makes the large 'N' unobtrusive,
- the company's motto/description becomes the focal element.

The result is a balanced, clutter-free, easily navigable screen.



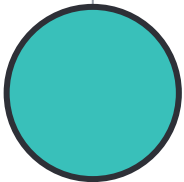
TIPS for choosing web fonts

- Stick with **2-3 typefaces** at a time or use different fonts from the **same family**.
- Try pairing a serif with a sans serif.
- Match fonts that are close in terms of x-height and/or character width but contrast in other ways (e.g. thickness).
- Choose typefaces with **distinct** characters. Always compare upper-case 'l', lower-case 'l' and the numeral '1'. E.g. in the Montserrat typeface '1' is differentiated from the rather indistinct 'l', 'l'.
- Choose **scalable** typefaces that work well on desktop, mobile and tablet.
- **Test** the effect and legibility of your fonts on different screen sizes and in different browsers.
- Avoid placeholder text if you can: build your UI on the basis of **actual copy** to see what your users will see.
- Get inspiration from other web designers.



TIPS for web typography

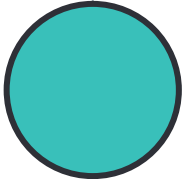
- **Size:** use 16px for running text to ensure legibility. This applies to most, but not all, fonts, so always test the visual results on different devices.
- **Case:** text in all-caps works well in headings, but becomes confusing to read in body text.
- **Accessibility:** different rules apply to different textual elements. For running text, a ratio of **4.5 : 1** is recommended for **text : background** contrast. This ratio doesn't apply to logos and can be lower for larger/bold text and for text that is not placed in the 'active' HTML element.



Resources

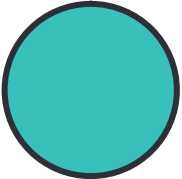
- **Examples of web typography – for inspiration**
<https://www.awwwards.com/websites/typography/>
- **Overview of web-typography basics**
Useful, though most examples aren't properly displayed.
<https://html.com/fonts/>
- **Overview of how to create a typographic hierarchy**
<https://vanseodesign.com/?p=2570>
- **Font-matching tools**
<https://www.typewolf.com/>
<https://fonts.adobe.com/?ref=tk.com> (subscription-based)
<https://www.canva.com/font-combinations/>
- **Accessibility & web typography**
Useful guidelines and advice
<https://material.io/design/color/text-legibility.html#legibility-standards>

Free colour-contrast tools:
<https://material.io/tools/color/#/>
<https://contrast-ratio.com/#>



The Challenge

- Define a typographic hierarchy for this week's project. Use Google fonts, if you like.
- Use **one typeface** with different font styles or, try to pair two typefaces.
- Create a CSS stylesheet with your typographic hierarchy.
- Check the resources we provide, if you need help or inspiration.



Good luck!