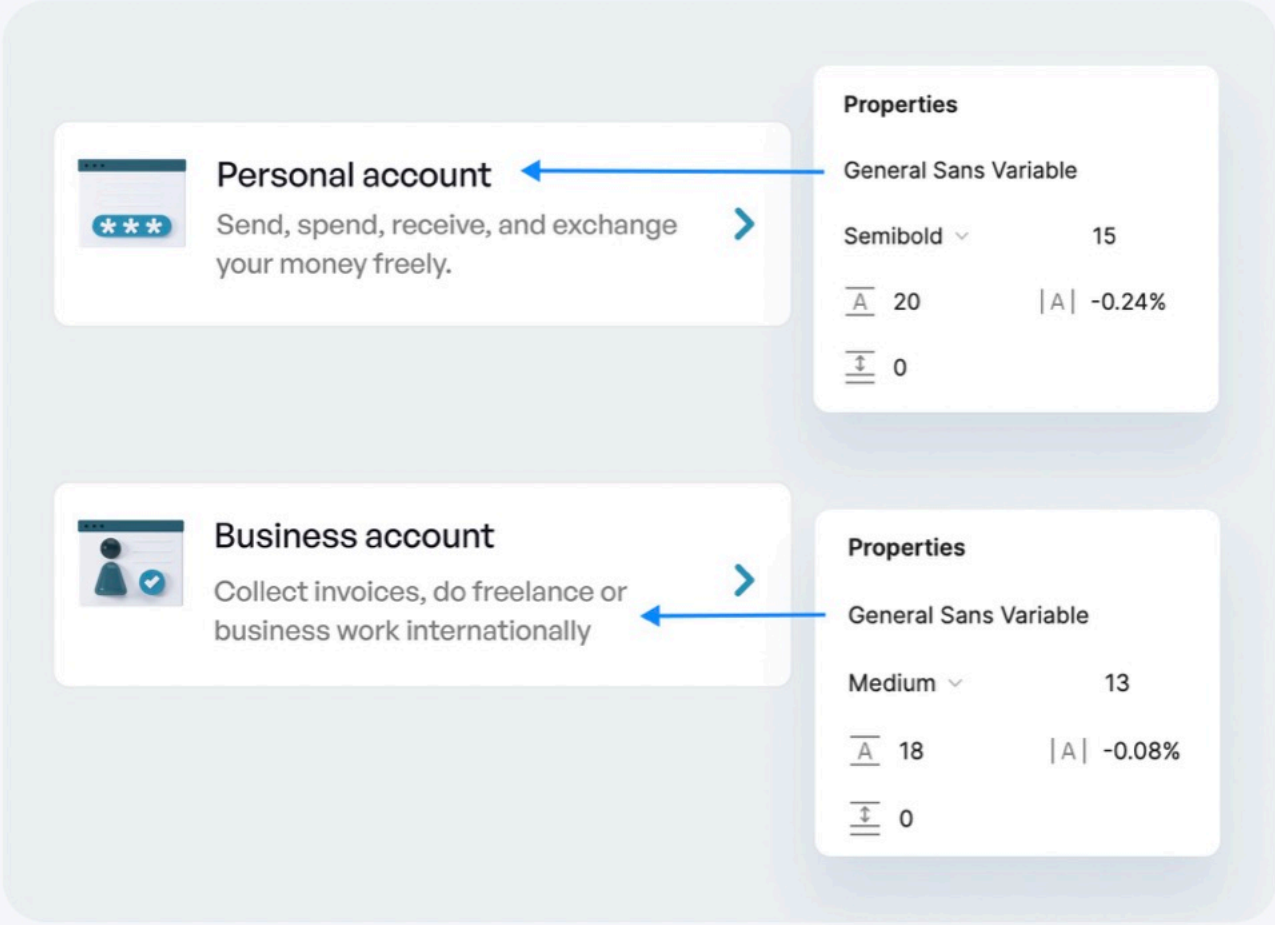
08.

Subheading + description

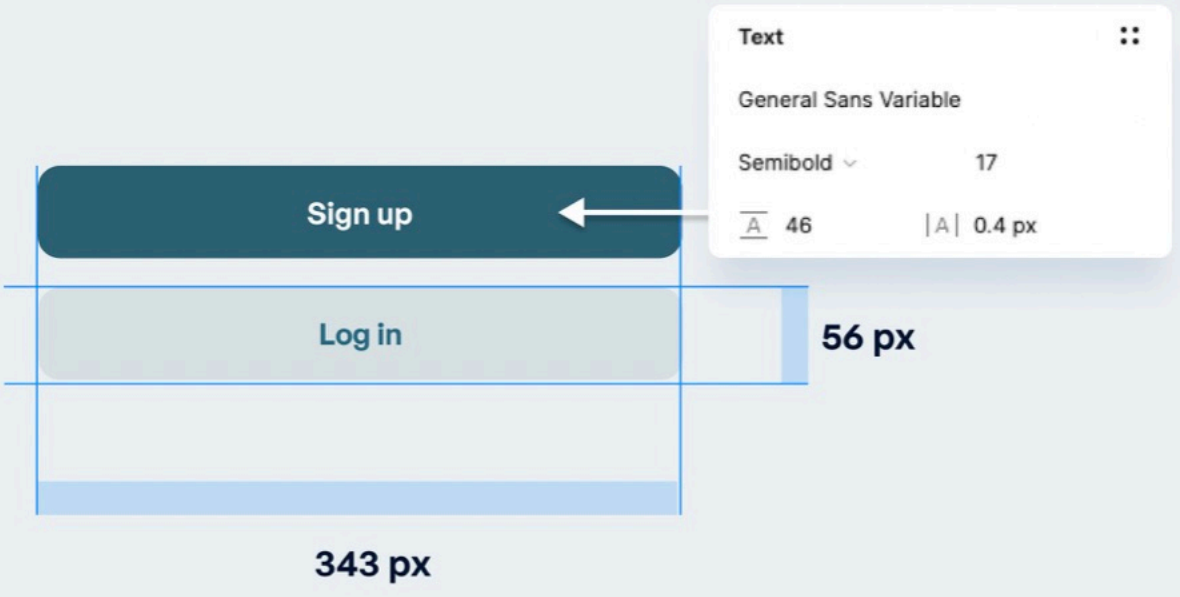
Usually, with cards you have a little bit more freedom as to what font sizes you want to use. I try to aim for my subtitles to be between 15-17 px, semibold/bold, and my descriptive text below to be between 13-15 px, depending on the content hierarchy I want to convey. **Part 2 coming soon!**



07.

Buttons

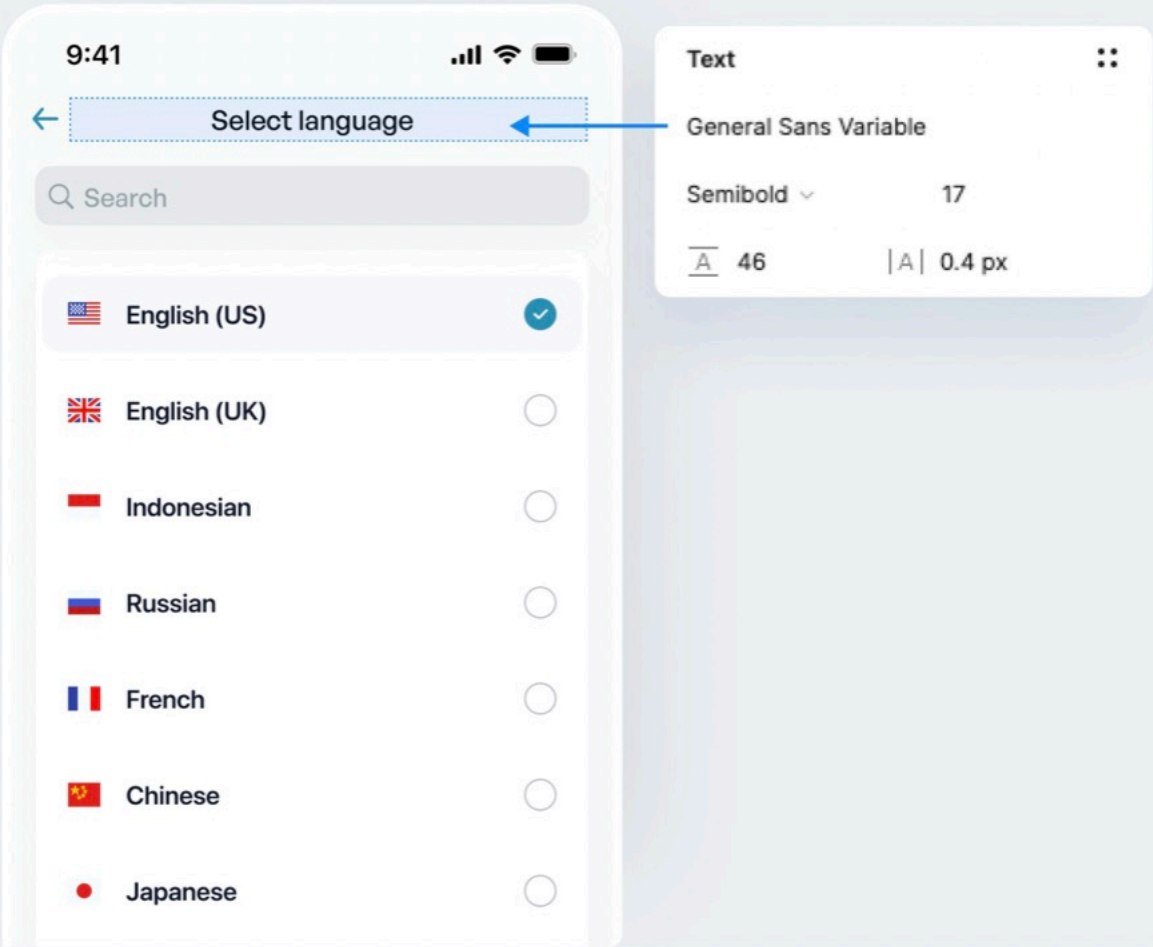
Buttons should be easily tappable and readable hence their size is usually between 44px (minimum tap target size) and 56 px, and the font size inside the button is anywhere between 15-17 px big.



06.

Centered titles

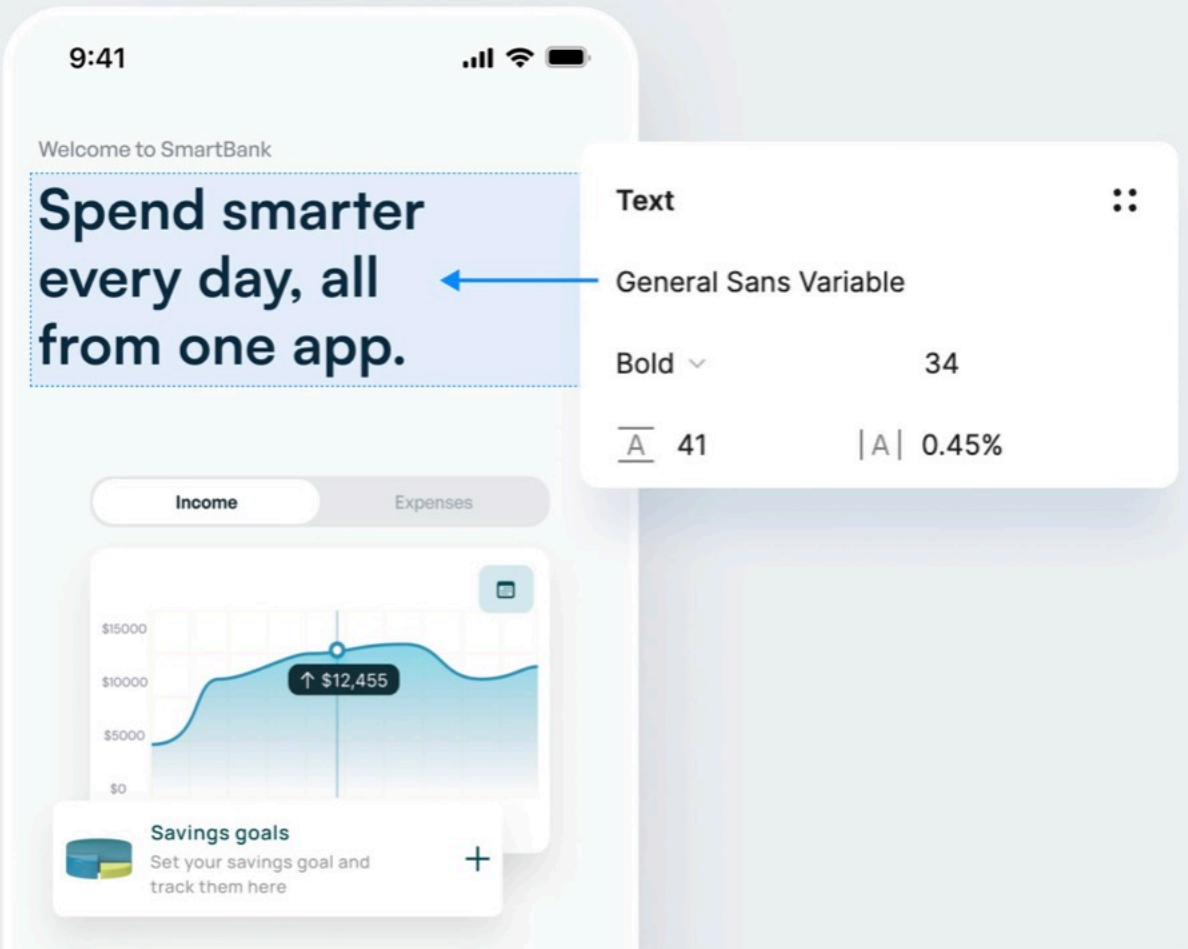
Centered titles are usually bolded and take round 17px. The common pattern is to shrink the large title into a centered title when a user scrolls past a certain viewport height.



05.

Large titles

Large titles called Display titles are about the biggest and chunkiest font sizes you'll see on an iPhone. They are used to name the main areas of an app or in the intro/welcome screens.



04.

Font sizes

This is one of the most confusing topics in app design - what sizes of fonts to use for each typography element? Here's a little helpful breakdown from the HIG site.

Dynamic Type sizes (iOS)

xSmall | Small | Medium | **Large (Default)** | xLarge | xxLarge | xxxLarge

Large (Default)

Style	Weight	Size (points)	Leading (points)
Large Title	Regular	34	41
Title 1	Regular	28	34
Title 2	Regular	22	28
Title 3	Regular	20	25
Headline	Semibold	17	22
Body	Regular	17	22
Callout	Regular	16	21
Subhead	Regular	15	20
Footnote	Regular	13	18
Caption 1	Regular	12	16
Caption 2	Regular	11	13

03.

Screen sizes

When designing for iOS, we must understand different screen sizes to ensure that our app works flawlessly on all the available mobile devices.

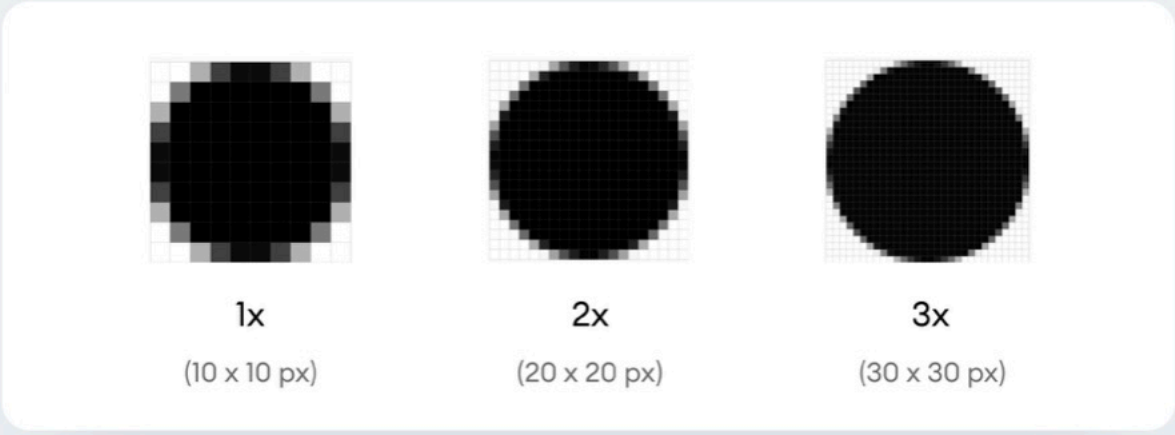
iPhone 13 Pro Max	428x926 pt (1284x2778 px @3x)
iPhone 13 Pro	390x844 pt (1170x2532 px @3x)
iPhone 13	px @3x)
iPhone 13 mini	375x812 pt (1125x2436 px @3x)
iPhone 12 Pro Max	428x926 pt (1284x2778 px @3x)
iPhone 12 Pro	390x844 pt (1170x2532 px @3x)
iPhone 12	390x844 pt (1170x2532 px @3x)
iPhone 12 mini	375x812 pt (1125x2436 px @3x)
iPhone 11 Pro Max	414x896 pt (1242x2688 px @3x)
iPhone 11 Pro	375x812 pt (1125x2436 px @3x)
iPhone 11	414x896 pt (828x1792 px @2x)
iPhone Xs Max	414x896 pt (1242x2688 px @3x)
iPhone Xs	375x812 pt (1125x2436 px @3x)

these are the two I usually design for

02.

Pixels vs points

A standard-resolution display has a 1:1 pixel density (the @1x stands for), where 1 pixel equals one point. Higher resolution displays have a higher pixel density, increasing by 2.0 (@2x) and 3.0 (@3x). With the introduction of high DPI screens, the industry needed a unified measurement.



for simplicity, I treat 1pt as 1px

01.

The intro

Let’s talk about fonts today! I’ll share a few short excerpts from my latest ebook “Design Manual” to visualize the use of various font sizes in mobile apps, explain the difference between pixels and points, device screens, and standardized font sizes.