

# La Typographie Web

# Take the Quiz



# 1. Design is communication

1.

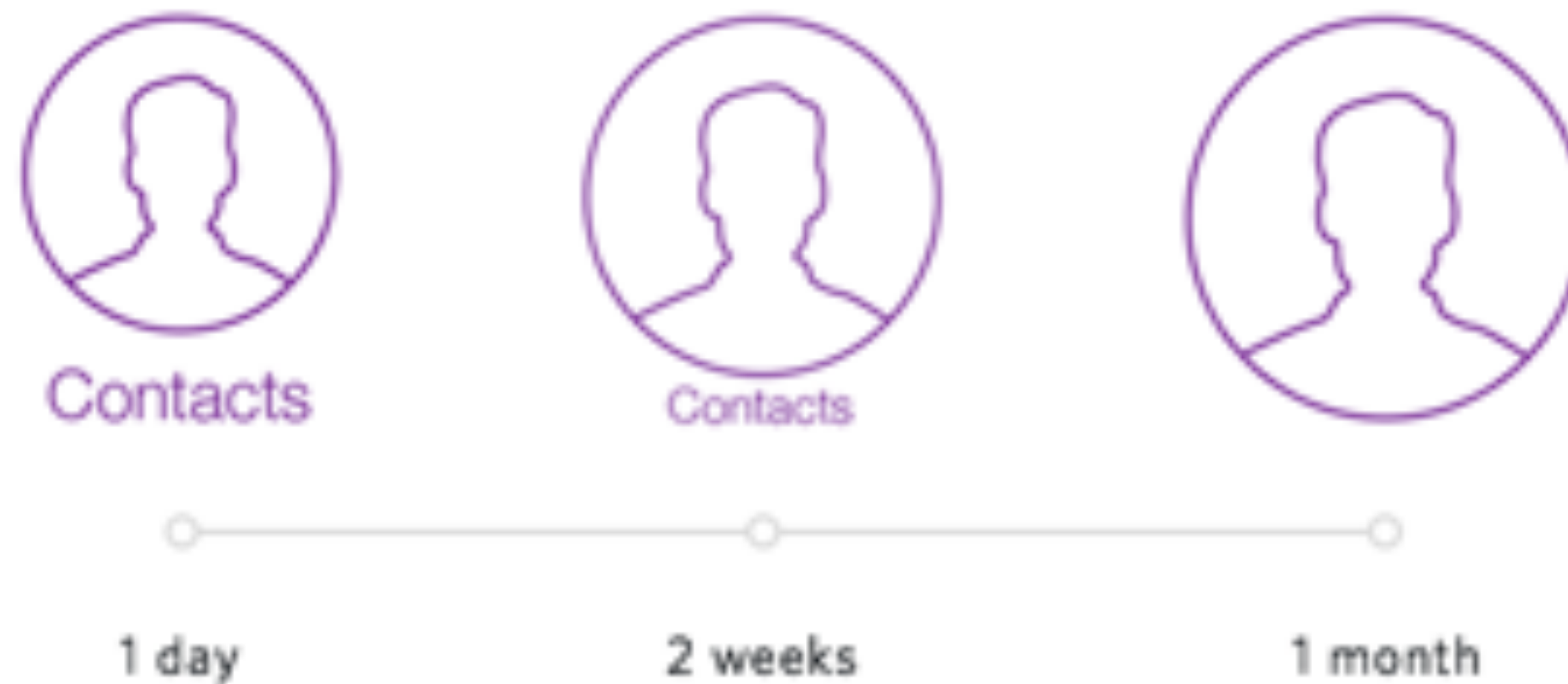
# L'importance de la typographie

On the average Web page, users have time to  
**read at most 28% of the words**  
during an average visit.

Nielsen Norman Group

Le peu que nous lisons est déterminant.

# La réduction progressive



Nous lisons ce que nous cliquons.

Notre compréhension est facilitée  
lorsqu'il y a harmonie entre le fond et  
la forme.



Your font is your identity,  
it's the ship of your message.





## 2. Choisir sa typo

## 2.

- A. Rassemblement du matériel existant
- B. Définition de votre message/marque
- C. Exploration des providers de typographies
- D. Création d'un style guide

A

Rassemblement du matériel existant

Exemple

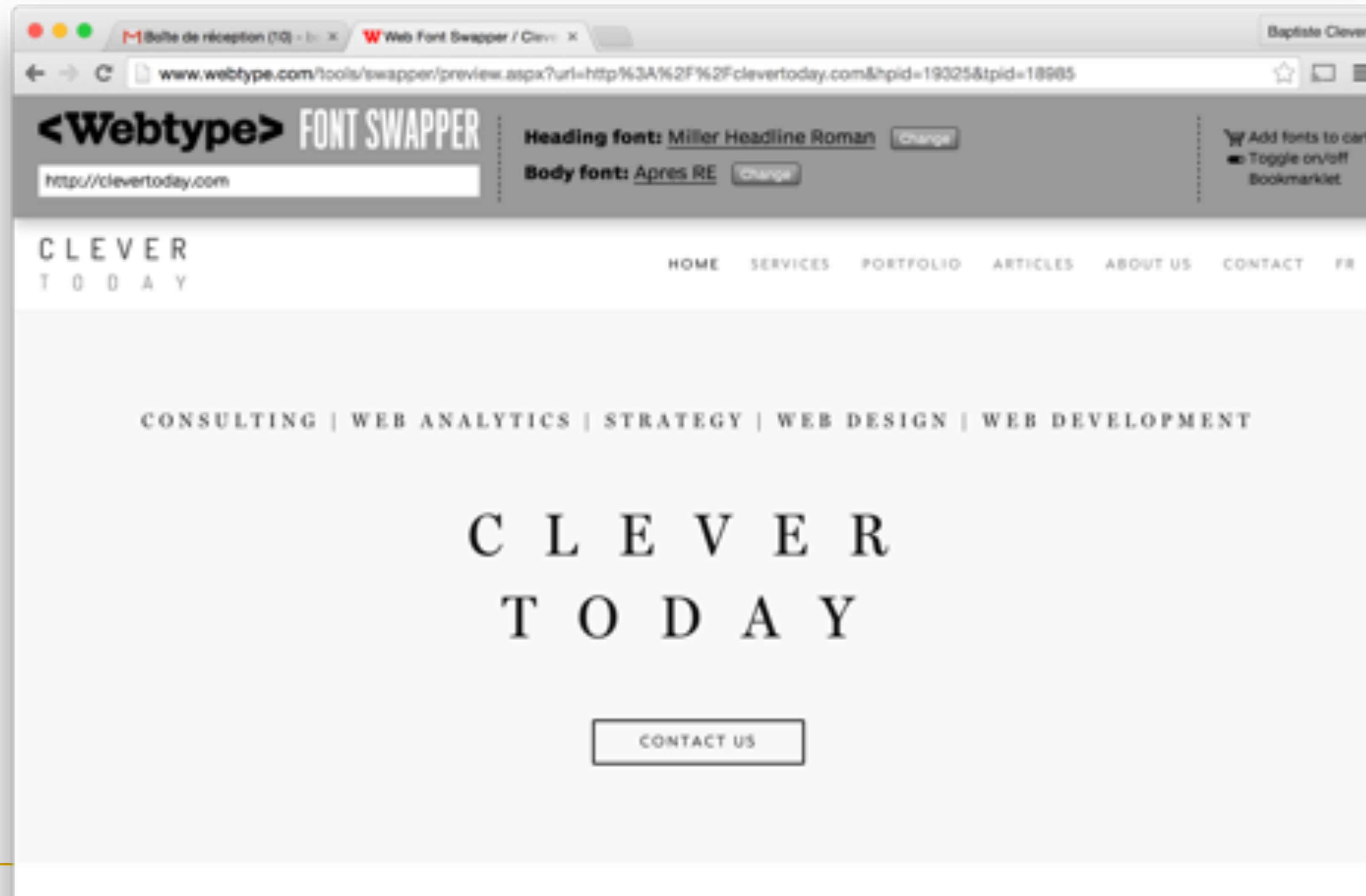
OPUS

Exemple

# OPUS

Nulla vitae elit libero, a pharetra augue. Fusce dapibus, tellus ac cursus  
commodo, tortor mauris condimentum nibh, ut fermentum massa justo  
sit amet risus. Curabitur blandit tempus porttitor. Donec id elit non mi  
porta gravida at eget metus. Maecenas faucibus mollis interdum.  
Vestibulum id ligula porta felis euismod semper.

Si vous avez déjà votre site.





B

Définition de votre message

Exemple

# *Baskerville*

*Maecenas sed diam eget risus varius blandit sit amet non magna. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Curabitur blandit tempus porttitor. Etiam porta sem malesuada magna mollis euismod.*

Exemple

# Gotham

Maecenas sed diam eget risus varius blandit sit amet non magna. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Curabitur blandit tempus porttitor. Etiam porta sem malesuada magna mollis euismod.

## Exemple

# Bodoni

Maecenas sed diam eget risus varius blandit sit amet non magna.  
Aenean eu leo quam. Pellentesque ornare sem lacinia quam  
venenatis vestibulum. Curabitur blandit tempus porttitor. Etiam  
porta sem malesuada magna mollis euismod.

Exemple

# Cooper Black

**Maecenas sed diam eget risus varius blandit  
sit amet non magna. Aenean eu leo quam.  
Pellentesque ornare sem lacinia quam  
venenatis vestibulum. Curabitur blandit  
tempus porttitor. Etiam porta sem malesuada  
magna mollis euismod.**

Exemple

# Comic Sans MS

Maecenas sed diam eget risus varius blandit sit amet  
non magna. Aenean eu leo quam. Pellentesque ornare  
sem lacinia quam venenatis vestibulum. Curabitur  
blandit tempus porttitor. Etiam porta sem malesuada  
magna mollis euismod.

Il n'y a pas de mauvaise typo,  
il n'y a que des mauvais usages.

Browser tabs: Survie, Pourquoi est-il plus..., RT UK - RT, Helmut Kohl - Wikipe..., Home, orchestre de paris - P..., Lib...

Address bar: www.orchestredepais.com/fr/accueil

Header banner: Blue background with red abstract shapes.

# LES CONCERTS

TOUS LES CONCERTS


SYMPHONIQUE

VENDREDI 27 NOVEMBRE 2015 - 20h30, Paris - Philharmonie 1, Grande Salle  
SAMEDI 28 NOVEMBRE 2015 - 20h30, Paris - Philharmonie 1, Grande Salle

**WEEK-END CONTES ET FÉÉRIES / CASSE-NOISETTE**

Neeme Järvi Direction - Chœur d'enfants de l'Orchestre de Paris - Lionel Sow Chef de chœur

RESERVER EN SAVOIR +



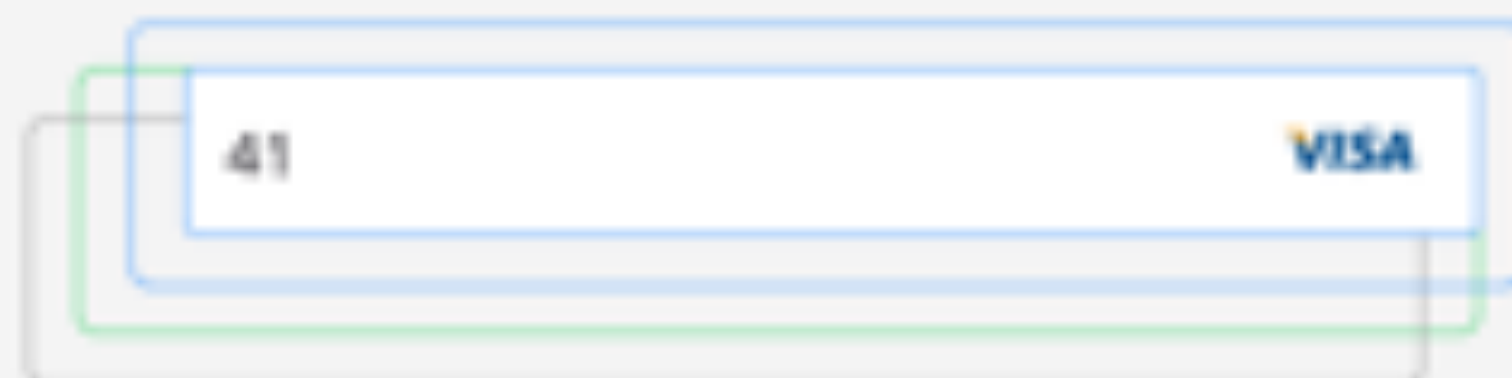


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When it comes to PCI compliance for your custom integration, we take care of the heavy lifting so that you can continue to do what you do best. Our latest solution, Hosted Fields, lets you maintain complete control over your checkout flow while creating the necessary frames to alleviate the security concerns brought about by PCI 3.

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some®

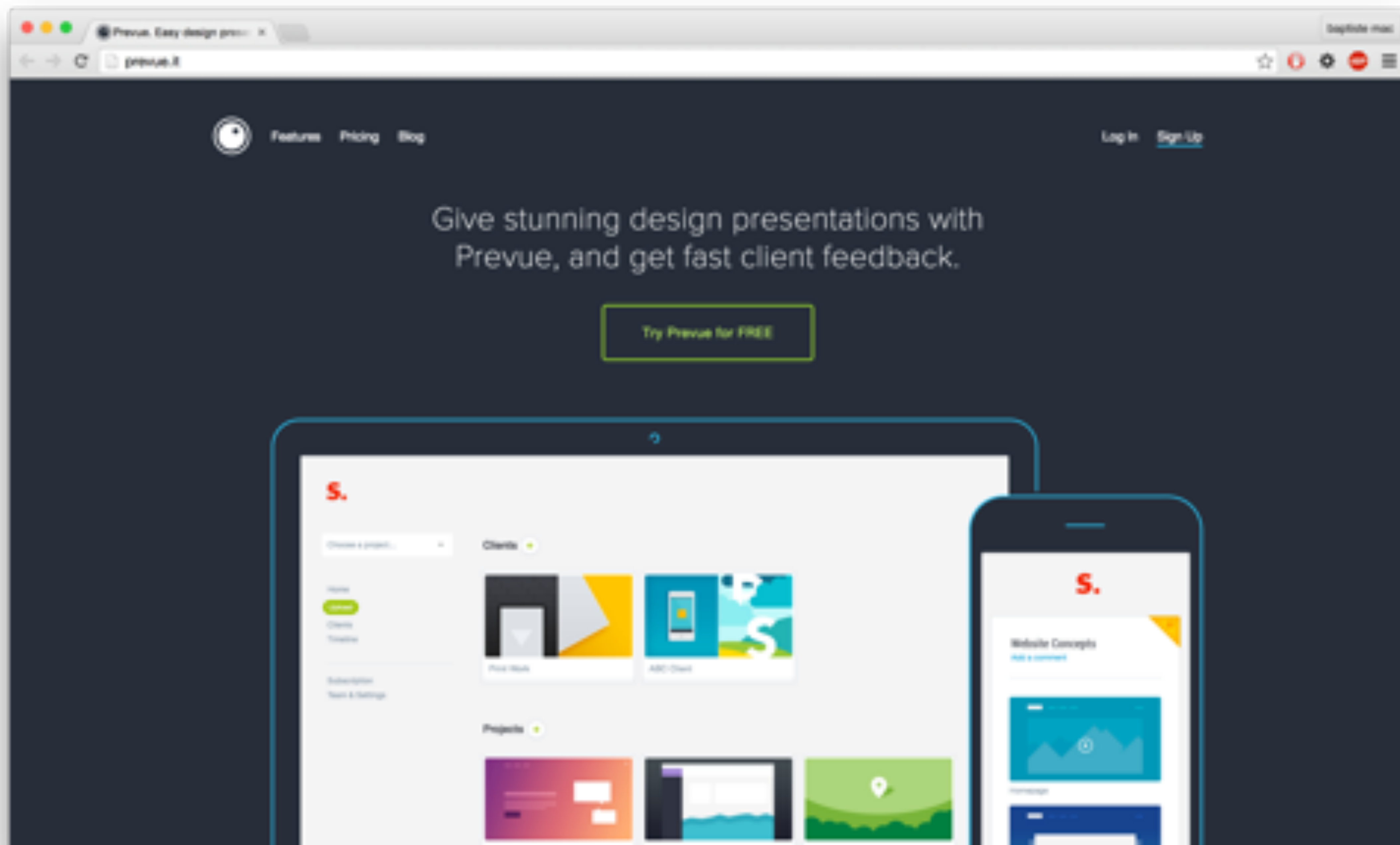
# WE PIONEER THE FUTURE

EXPERIENCE OUR RISE

Born 60 years ago when Dubai was only a desert,  
Active today one of the most competitive industrial  
solutions providers regionally

STAY ACTIVE. WE'LL TAKE CARE OF THE REST.

40





C

# Exploration des providers de typos

# Pourquoi un provider de typos?

- Pas de gestion de droit (licence)
- Les fichiers sont sécurisés
- Facile à implémenter
- Souvent accompagné d'outils d'aide et de suivi
- Mais budget à prévoir

# Les providers de typos

## GoogleFont

707 familles  
Gratuit

## Fonts

150 000 familles  
Payant

## MyFonts

23 000 familles  
Payant à la vue

## TypeKit

1 200 familles  
Payant au forfait

## FontDeck

1 700 familles  
Payant à la vue

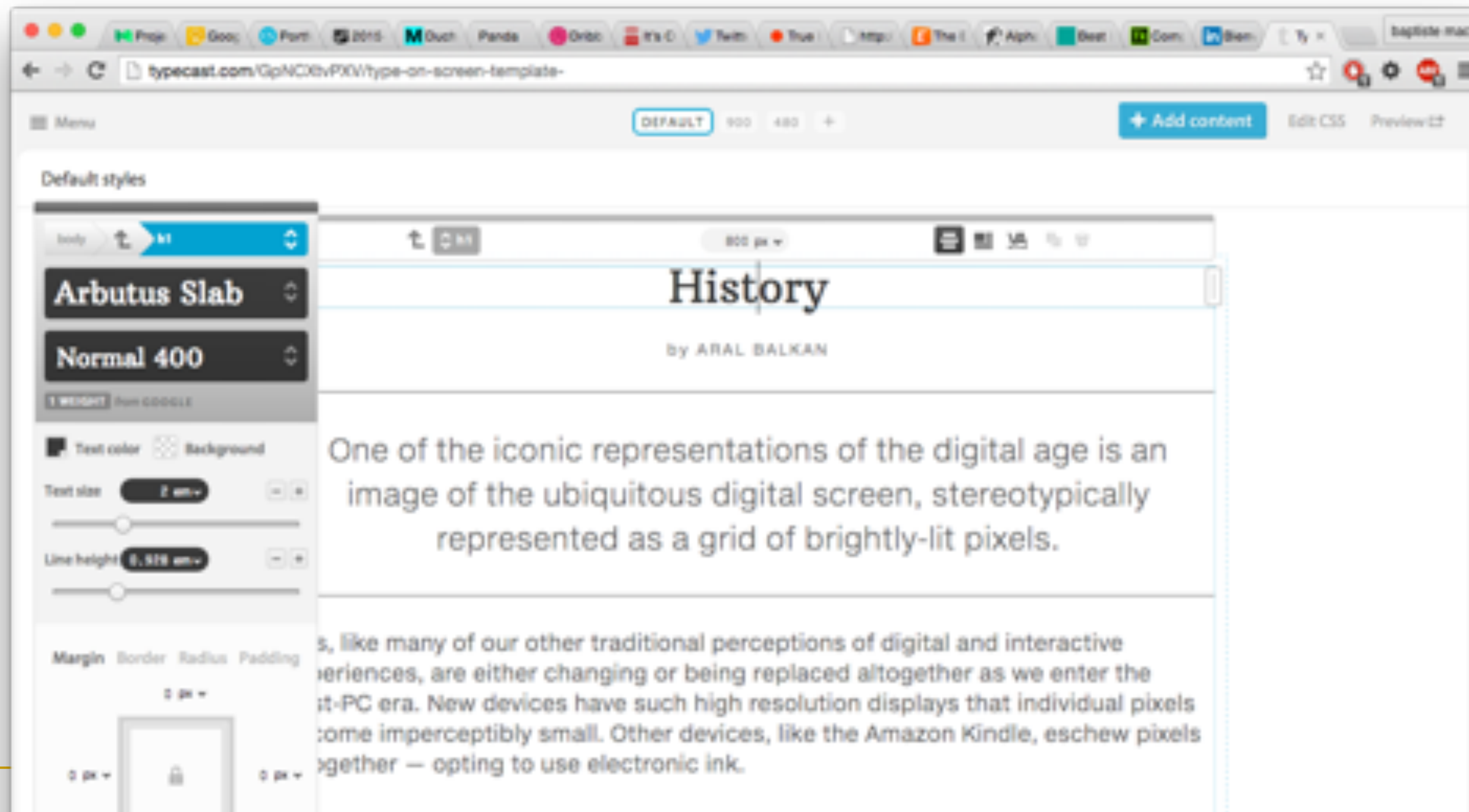
## WebType

150 familles  
Payant à la vue



2. Choisir sa typo

but TypeCast





Concentrez-vous sur l'essentiel,  
choisissez en noir et blanc.

# Explorez les graisses

Portez ce vieux whisky au juge blond qui fume

*Portez ce vieux whisky au juge blond qui fume*

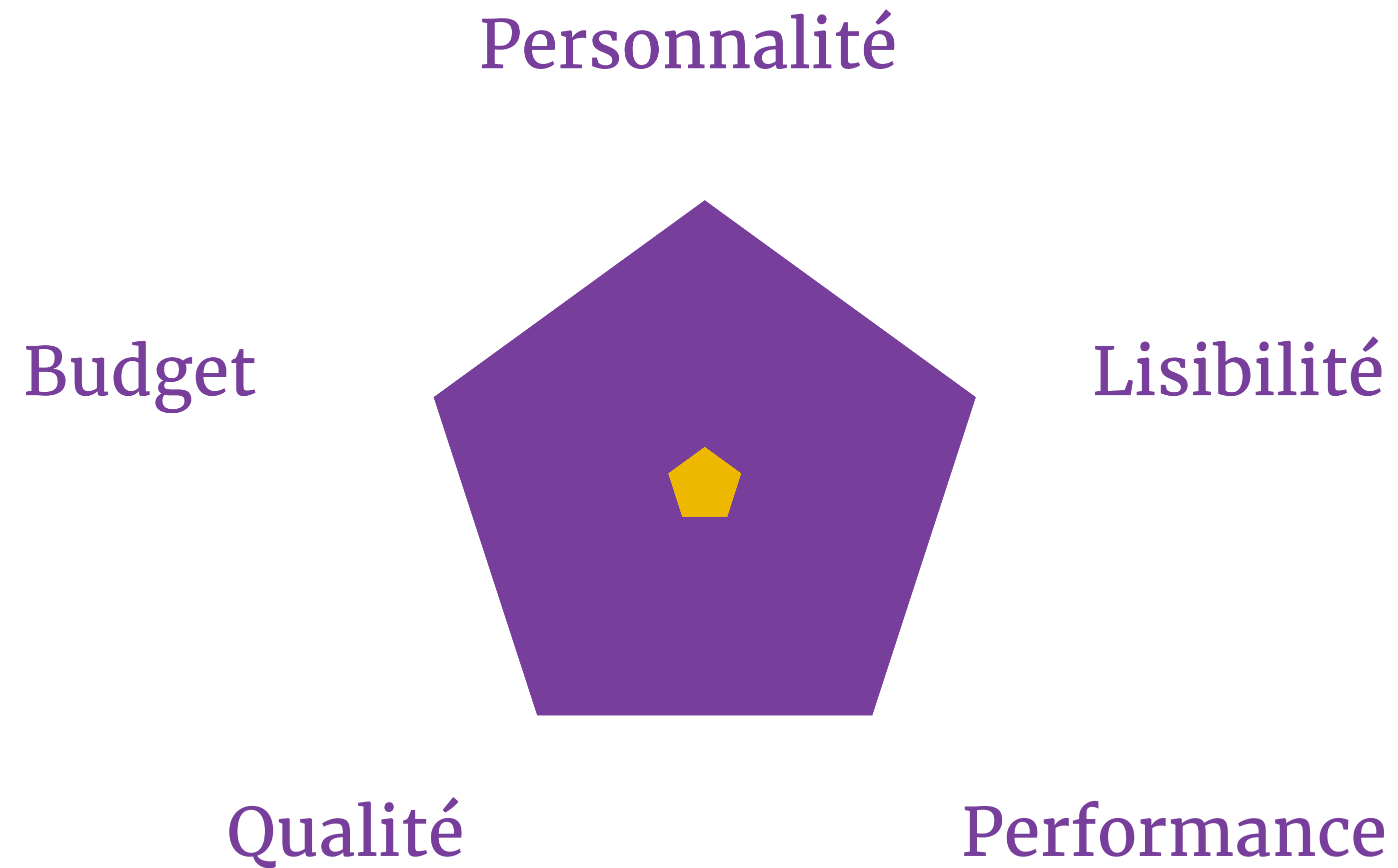
*Portez ce vieux whisky au juge blond qui fume*

*Portez ce vieux whisky au juge blond qui fume*

**Portez ce vieux whisky au juge blond qui fume**

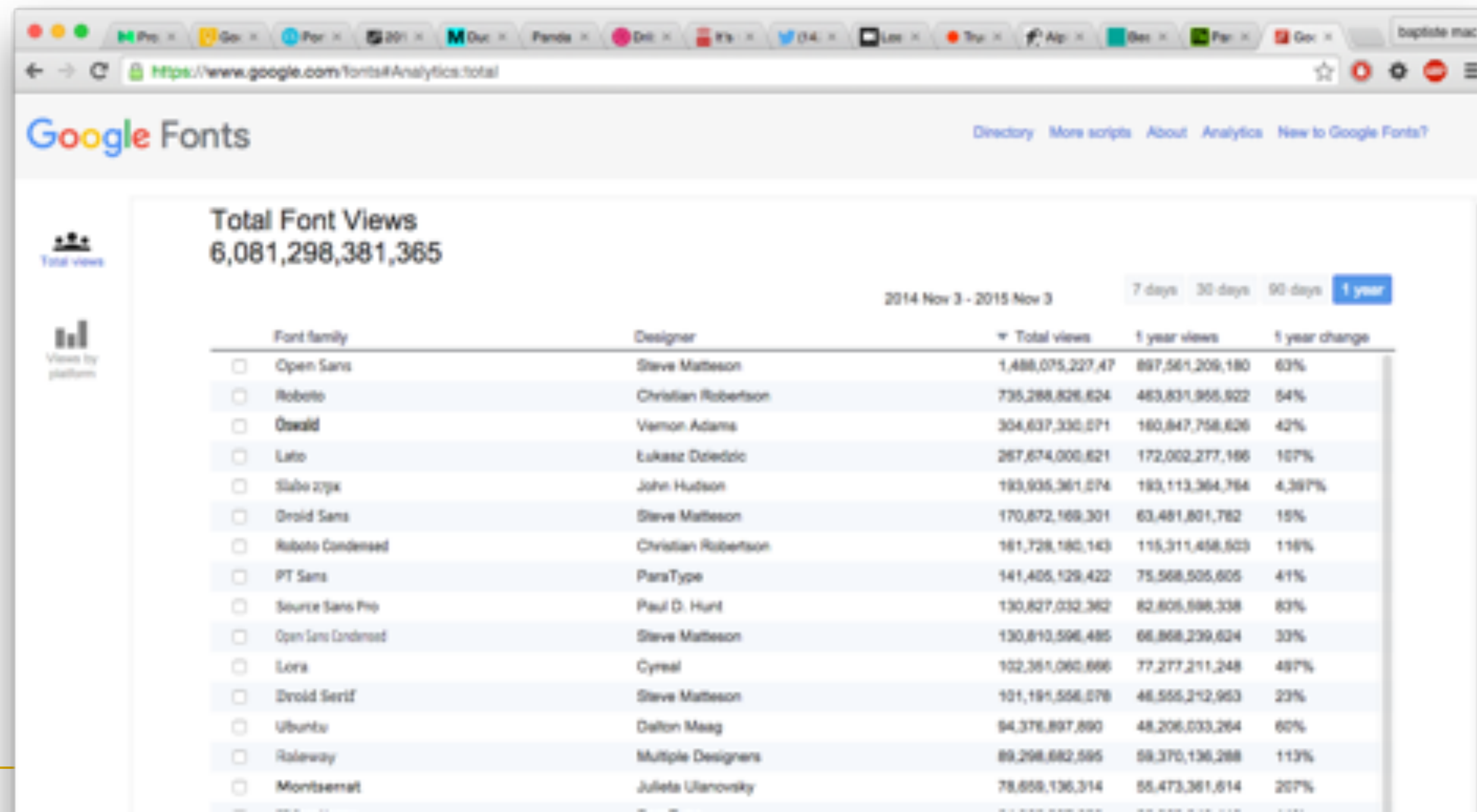
**Portez ce vieux whisky au juge blond qui fume**

***Portez ce vieux whisky au juge blond qui fume***



# Personnalité

# Les plus utilisés sur GoogleFonts



The screenshot shows the Google Fonts Analytics page. The browser's address bar displays the URL <https://www.google.com/fonts#Analytics:total>. The page header includes the Google Fonts logo and navigation links: Directory, More scripts, About, Analytics, and New to Google Fonts?. The main content area is titled 'Total Font Views' with a large number '6,081,298,381,365'. Below this, there are filters for time periods: 7 days, 30 days, 90 days, and 1 year (selected). The table lists the top 20 font families, their designers, and their view statistics for the selected period (2014 Nov 3 - 2015 Nov 3). The table has five columns: Font family, Designer, Total views, 1 year views, and 1 year change. The font families listed are Open Sans, Roboto, Oswald, Lato, Slabo 27px, Droid Sans, Roboto Condensed, PT Sans, Source Sans Pro, Open Sans Condensed, Lora, Droid Serif, Ubuntu, Raleway, and Montserrat.

Font family	Designer	Total views	1 year views	1 year change
<input type="checkbox"/> Open Sans	Steve Matteson	1,488,075,227,47	897,561,209,180	63%
<input type="checkbox"/> Roboto	Christian Robertson	735,288,826,624	463,831,956,922	64%
<input type="checkbox"/> Oswald	Vernon Adams	304,637,330,271	180,847,758,626	42%
<input type="checkbox"/> Lato	Łukasz Dziedzić	267,674,000,621	172,002,277,186	107%
<input type="checkbox"/> Slabo 27px	John Hudson	183,935,361,074	183,113,364,784	4,387%
<input type="checkbox"/> Droid Sans	Steve Matteson	170,872,168,301	63,481,801,782	15%
<input type="checkbox"/> Roboto Condensed	Christian Robertson	161,728,180,143	115,311,458,603	118%
<input type="checkbox"/> PT Sans	ParaType	141,405,129,422	75,568,505,605	41%
<input type="checkbox"/> Source Sans Pro	Paul D. Hunt	130,827,032,362	82,805,586,338	63%
<input type="checkbox"/> Open Sans Condensed	Steve Matteson	130,810,596,485	66,868,239,624	33%
<input type="checkbox"/> Lora	Cyril	102,361,060,696	77,277,211,248	487%
<input type="checkbox"/> Droid Serif	Steve Matteson	101,191,556,078	46,555,212,963	23%
<input type="checkbox"/> Ubuntu	Dalton Maag	94,376,897,890	48,206,033,264	60%
<input type="checkbox"/> Raleway	Multiple Designers	89,298,682,595	59,370,136,268	113%
<input type="checkbox"/> Montserrat	Julieta Ulanovskiy	78,658,136,314	55,473,361,614	207%

# Fluidité de la lecture

# Rapprochements

a o 0

Century Gothic

a o 0

Monaco

a o 0

Merriweather

# Chiffres dansants

1234567890

Raleway

1234567890

Monaco



# Les dates

12/03/2016

Charter

12/03/2016

STM Montréal

# Les ligatures

Ça suffit!

Gill Sans

Ça suffit!

Sevarek

Ça suffit!

Informa Pro

Ça suffit!

Tahoma

# La performance

## 1. Choose the styles you want:

### Font Size

- ☒ Extra-Light 200
- ☒ Light 300
- ☒ Normal 400
- ☒ Medium 500
- ☒ Semi-Bold 600
- ☒ Bold 700
- ☐ Extra-Bold 800

Grumpy wizards make toxic brew for the evil Queen and King  
Grumpy wizards make toxic brew for the evil Queen and King  
Grumpy wizards make toxic brew for the evil Queen and King  
Grumpy wizards make toxic brew for the evil Queen and King  
Grumpy wizards make toxic brew for the evil Queen and King  
Grumpy wizards make toxic brew for the evil Queen and King  
**Grumpy wizards make toxic brew for the evil Queen and King**



Impact on page load time

Tip: Using many font styles can slow down your webpage, so only select the font styles that you actually need on your webpage.

# Qualité

# Les combinaisons



HOME

ABOUT

CONTACT

DISCOVER

EN

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Win a souvenir on [KICKSTARTER](#)



# A SEARCH

Outside of Google





# DIGITAL Traditionalists

The digital agency with a human approach.

EXPLORE

MENU

← « shut up » →  
**YOUR BEARD  
ISN'T LONG ENOUGH**



Gerhard Szymon and Natalie Wasserbauer

# ain + Repeat

*Javanese Music and the Roots of*

NEW ORPHEUS EDITIONS CAMBRIDGE



Using too **MANY**  
*typefaces* is  
confusing *and* **LOOKS**  
*messy* and **CLUTTERED.**

# Langages supportés

D

# Création d'un style guide

# La sémantique

# LEAGUE GOTHIC IS STRONG

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*And Garamond Premier Pro is elegant & classic.* If these line lengths weren't so short, I'd split this thing up and show you all how great it looks in two columns. Wait a second, I can do just that!

A Welshman went for a job. The interviewer said to him, "We will have to give you a small test as the Welshman we have recently interviewed didn't have a good command of the English language. Can you give me a sentence using the word 'great'?" The Welshman replied, "I've got a

donkey jacket & I think it's great." The interviewer said, "That's pretty good. Now give me a sentence using the words 'great' and 'fascinate'." To which the Welshman replied, "I've got a donkey jacket and I think it's great, it has nine buttons, but I can only fascinate."



## **Tell me about yourself. What's your story?**

“ *My background is in accounting and finance. I have been interested web design for 3 and a half years now. I started in web design by taking classes in web and graphic design just for fun. I liked the web design classes better than the graphic design classes. While surfing the net, I discovered Rachael Butts and that is when I got the vision to do web design for a living. I wanted to be just like Rachael!*



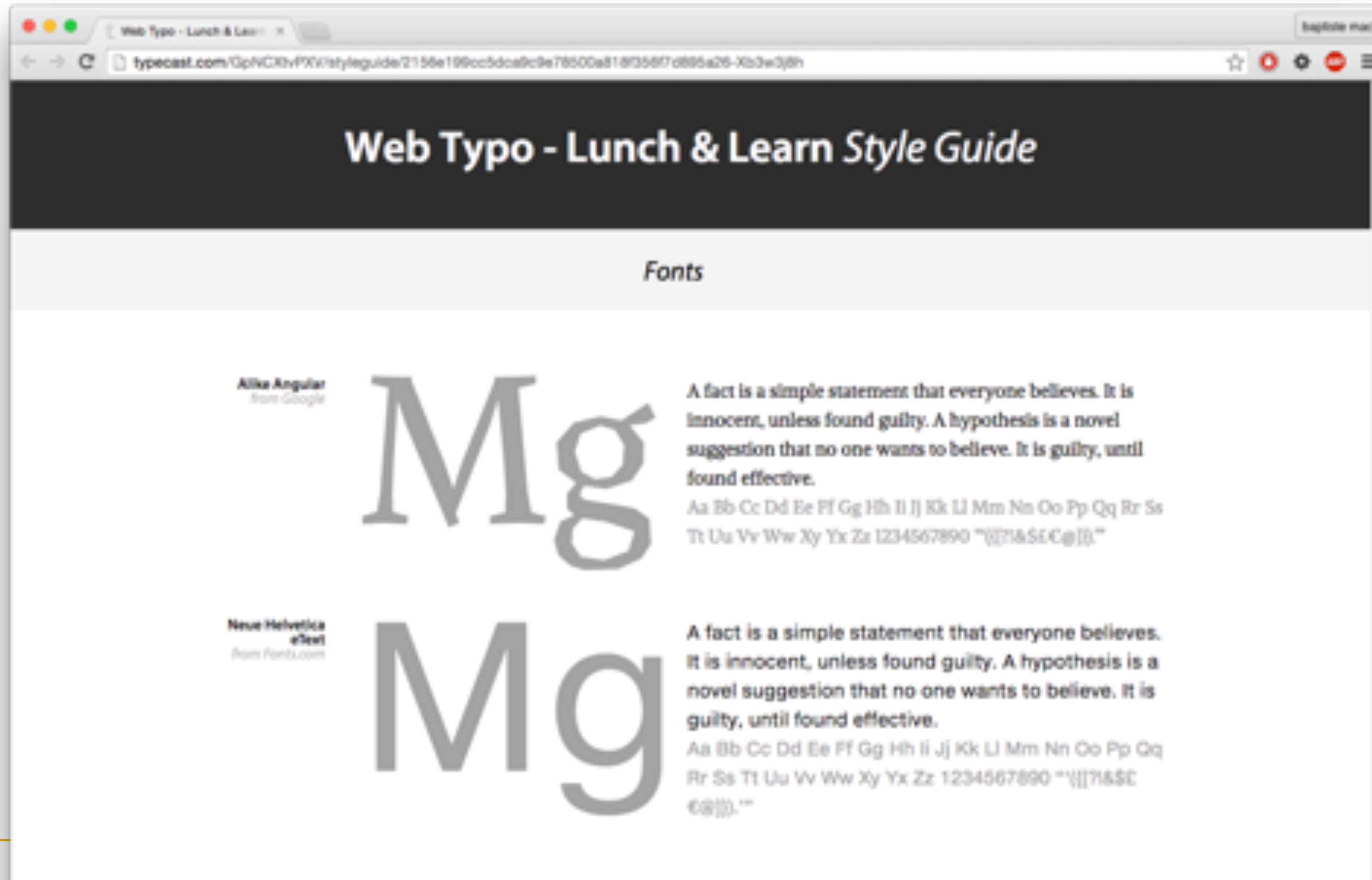
**Victor Thomas**

[thomasdigital.com](http://thomasdigital.com)

INUTILE DE CRIER. VOUS AVEZ  
D'AUTRES MOYENS POUR VOUS  
FAIRE ENTENDRE.

Inutile de crier. Vous avez d'autres  
moyens pour vous faire entendre.

# TypeCast Style Guide





# Le Futur

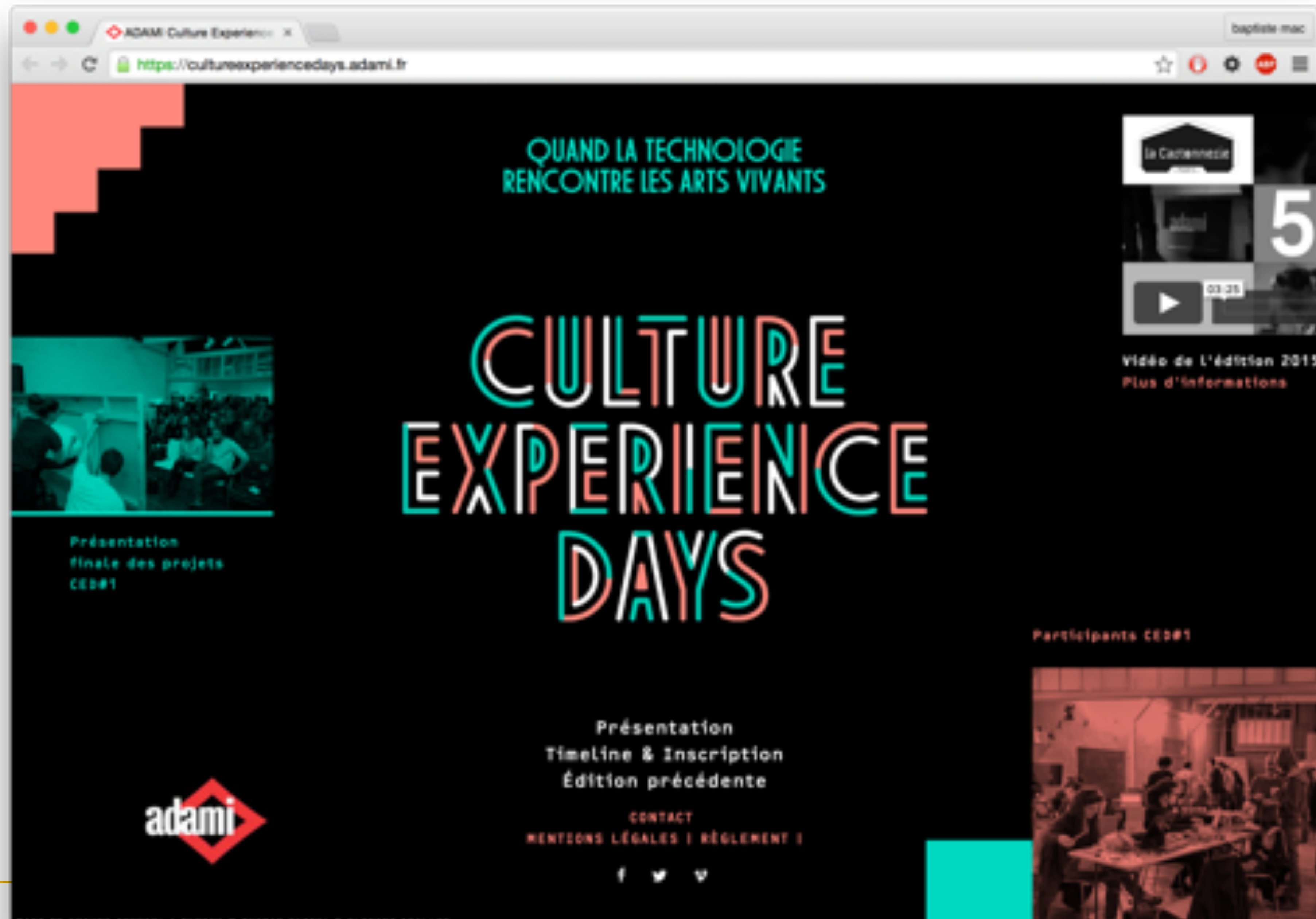


# Taste Re—wind

Your music, turned back in time.

LET'S RE—WIND







# THE TAG BALL 2015

# OpenType + CSS

Google

Google



# Questions?

*Merci :)*