



Fontdeck

Realign, not redesign

Paul Lloyd, User Experience Designer

Multipack Presents: Show and Tell
Saturday 12 February 2011

- I wanted to use my spot to highlight some of the changes we've been making to Fontdeck.
- Show of hands: Who's heard of Fontdeck? Who's using Fontdeck?

Who?

Idea conceived by Richard Rutter (Clearleft) and Jon Tan (OmniTI) at SXSW in March 2009.

- ▶ **Announced:** May 2009
- ▶ **Private Beta:** January 2010
- ▶ **Launched:** June 2010

- Idea conceived by Richard Rutter and Jon Tan at SXSW.
- At the time there was no other service.
- Typekit was announced in May 2009 so we had to break cover!



What?

- ▶ 550+ typefaces *and counting...*
- ▶ 26 foundries—some exclusive to Fontdeck
- ▶ Prices start at \$2.99/year. Average price ~\$7.50/year
- ▶ Try any font for free for an unlimited time

A difficult birth

- Built jointly with OmniTI in the United States.
- Significantly bigger product development than Silverback in a rapidly developing market.

Homepage



REAL FONTS FOR YOUR WEBSITE

Hundreds of great typefaces, legally, simply and reliably served.

Try Fontdeck for free



Why Fontdeck?

The fonts you want with no need for JavaScript, Flash or images

Fontdeck is standards compliant and accessible. It uses a CSS @font-face solution to give you real text, which can be scaled, translated, read out loud and Googled. Say goodbye to images, JavaScript and Flash hacks.

Free and easy

Fontdeck is free to use and quick to set up. You'll be [up and running](#) in about 60 seconds!

Try and buy individual fonts

Choose individual fonts to suit your precise design requirements, or purchase money-saving bundles (coming soon).

Perfect for professionals

You can design with any number of fonts for free on your local machine, development environment or staging server. Fontdeck doesn't require JavaScript and gives you complete flexibility in your set-up.

Hundreds of fonts enhanced for viewing on-screen

Fontdeck has hundreds of professionally designed fonts from dozens of font foundries. All fonts on Fontdeck have been enhanced for on-screen use and we are continually working with foundries to add more fonts to the catalogue.

Fast and Reliable

Fontdeck serves up font files through its unique worldwide content delivery network (CDN) to ensure fonts are delivered to your website with incredible speed and reliability.

Fontdeck Blog

Fontdeck and webfonts at SxSW

12 MARCH 2009

This year's South by Southwest conference in Austin, Texas is taking on a significant webfonts flavour, with a party and panels a-plenty. The Fontdeck team will be there, so we hope to see you there too. Here's the highlights:

Get Stoked On Web Typography

Friday, March 12 at 3:30pm (Ballroom E). The very talented Samantha Warren will be evaluating interesting offline lettering and discussing how you can translate those principles using CSS3, @font-face, and new font-as-service web apps to create engaging online typographic experiences.

CSS and Fonts: Fluid Web Typography

Saturday, March 13 at 5:00pm (Ballroom F). Jason Cranford Teague will be showing you how to apply the principles of fluid typography, to choose, find and use Webfonts and create your unique typographic voice.

Web Fonts – The Time Has Come

Saturday, March 13 at 9:30am (Ballroom B). Roger Black (Font Bureau), Bert Bos (W3C), Stephen Coles (FontShop/Typographyica), David Berlow (Font Bureau) and Jeff Veen (Typekit) will be discussing the current state of typography on the Web, plus a look at the challenges and opportunities ahead.

- This is the homepage we launched with
- As you can see, it's VERY verbose!

Huh?

Why is Fontdeck different?
How much does it cost?

– Potential Customers

- So focused on launch that we did a poor job of explaining the proposition.
- Difficult as other services have set different expectations (plans, subscriptions).
- Stepping back: How is Fontdeck different? What do we stand for?



“Purveyors of the finest webfonts”

Fontdeck is the professional webfont solution; easy to use yet flexible enough to meet the real needs of designers.

- Came up with this line; became a lightening rod for ideas and design direction.



Revised homepage based on
the work of our hackday



Find fonts by

Style

Designer

Foundry

Search



Rich web typography with Fontdeck

Free to use and easy to set up

Set in [Centro Slab Pro](#) by [Parachute](#)

[Browse our curated font catalogue →](#)

Choose from 100s of professional typefaces from foundries including URW++ and Type Together.

[Add fonts to your site quickly and easily →](#)

We'll deal out the fonts and produce the CSS; you simply copy and paste into your site.

[View all fonts in your website for free](#)

Try any fonts you want, and share your site with up to 20 visitors: colleagues, clients and friends.

[Buy the perfect font deck](#)

You've found the fonts that work for you. Purchase licenses on your final selections starting at only \$4.99 for one year.

Featured Fonts

Baskerville

Why pangolins dream of quich

Cooper Black

Why pangolins dream

DIN 1451

Why pangolins dream of quiche 012

Futura

Why pangolins dream of qui

Garamond

Why pangolins dream of qu

Fast, Reliable & Scalable

- Use real fonts – no need for Flash, images or hacks
- Real text can be scaled, translated, read out loud and Googled
- Pure CSS @font-face solution – no JavaScript required
- Works on all modern browsers – IE, Firefox, Safari, Chrome, Opera, iPad iPhone
- No libraries or plans – get free access to all fonts from the start
- Great for big sites – no bandwidth limits
- Worldwide network of servers for speed and reliability.

Foundries & Type Designers

Are you a type designer or foundry? We'd love you to [talk to us](#) about putting your fonts on Fontdeck, and join these fantastic foundries:





FONT
DECK

“Low hanging fruit”
“Quick wins”

These don’t exist!

- There was a tension. Wanted to make the service better, but limited resources meant we could only make small changes.
- We knew where we wanted to be, but difficult to get there without any idea what this might look like.

The challenge

Provide an holistic design direction
that could be implemented in stages.

- I was working on a quick wins (a redesign of the blog). Three days became two weeks.
- Perfect opportunity to think about a redesign. This would need to be rolled out in stages.



The Realignment



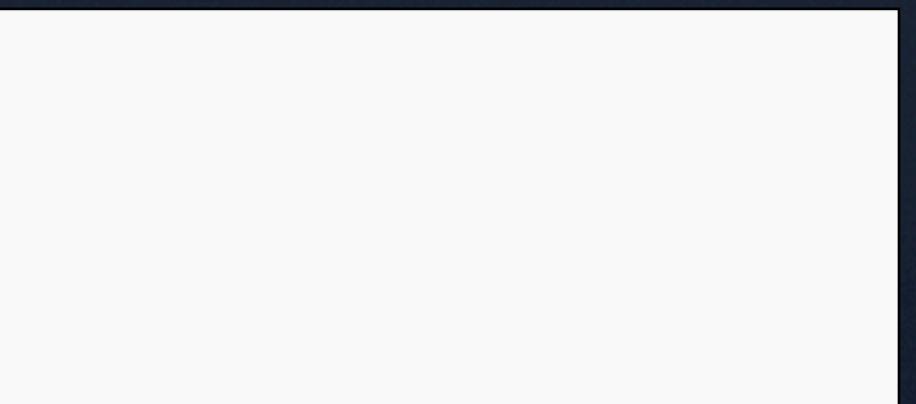
Goal

Communicate professionalism of the service and the quality of our library.

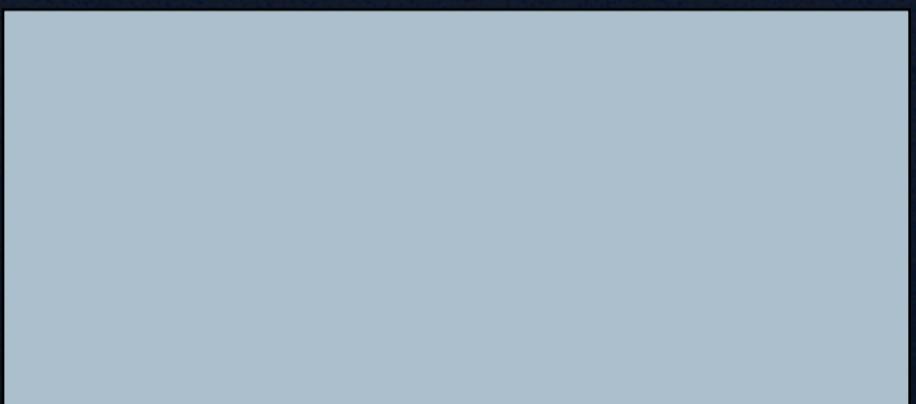
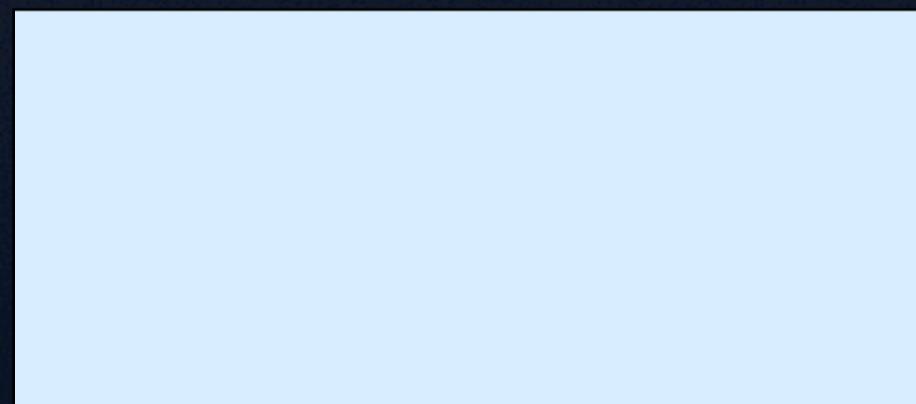


FONT
DECK

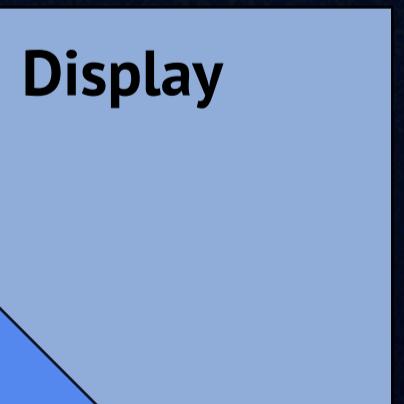
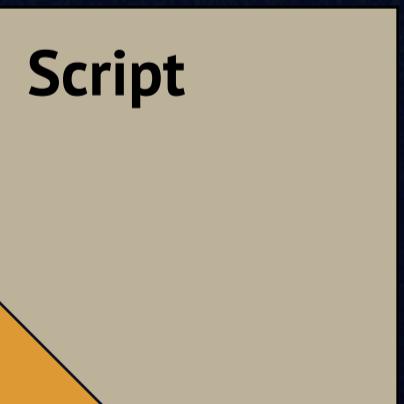
PRIMARY COLOURS



SECONDARY COLOURS



FONT CATEGORIES



- Colour palette still appropriate, only required subtle changes
- Slightly ‘dustier’ blue
- Darker link colour
- Addition of muted font category colours for use on the home page

HEADINGS

Ag

Adelle Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Adelle Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

BODY COPY

Ag

PT Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

PT Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Lucida Grande

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

- Our brand font was FF Info, but wasn't in our catalogue so we couldn't use it.
- Calluna used as an alternative, but fallback font (Helvetica) has very different metrics.
- Adelle (lots of character at different sizes) and PT Sans (really legible at small sizes).
- Note we still have web safe alternative (useful for HTML newsletters)



Typeface (before)



Find fonts by

Style Designer Foundry



FONTIN SANS FONT FAMILY

Humanist, Sans Serif

Fonts

Info

Fontin Sans Regular

Pangolins dream
Why pangolins dream of electric

Up, and after doing some business at r
Up, and after doing some business at my office abroad to Lumbard Street, about the getting of a good sum of money, thence home, in preparation for my having some good sum in my hands, for fear of a trouble in the State,

FREE
Per year, per site.

Add

Fontin Sans Bold

Pangolins dream
Why pangolins dream of electric

Up, and after doing some business at r
Up, and after doing some business at my office abroad to Lumbard Street, about the getting of a good sum of money, thence home, in preparation for my having some good sum in my hands, for fear of a trouble in the State,

\$9.99
Per year, per site.

Add

Fontin Sans Italic

Pangolins dream
Why pangolins dream of electric

Up, and after doing some business at r
Up, and after doing some business at my office abroad to Lumbard Street, about the getting of a good sum of money, thence home, in preparation for my having some good sum in my hands, for fear of a trouble in the State,

\$9.99
Per year, per site.

Add

Fontin Sans Bold Italic

Pangolins dream
Why pangolins dream of electric

Up, and after doing some business at r
Up, and after doing some business at my office abroad to Lumbard Street, about the getting of a good sum of money, thence home, in preparation for my having some good sum in my hands, for fear of a trouble in the State,

\$9.99
Per year, per site.

Add

Fontin Sans Smallcaps

Pangolins dream
Why pangolins dream of electric

Up, and after doing some business at r
Up, and after doing some business at my office abroad to Lumbard Street, about the getting of a good sum of money, thence home, in preparation for my having some good sum in my hands, for fear of a trouble in the State,

\$9.99
Per year, per site.

Add

- Reduced number of rounded corners
- Better typography (goes without saying)
- Reduce the reliance on the card device (felt a bit too gimmicky)



Font specimen (before)



FONT
DECK

Find fonts by

Style

Designer

Foundry



CLARENDON URW EXTRA NARROW EXTRA BOLD OBLIQUE FONT

Fontin Sans, Humanist, Sans Serif

Sampler

Info

Preview text

default

custom

Background color #ffffff

Text color #000000

Update

Fontin Sans Bold Italic

Why pangolins dream of quiche

012345 fi ff st !?§\$%&/() @€©®™„“ •—

Why pangolins dream of quiche 012345 fi ff st !?
§\$%&/() @€©®™„“ •—«» =x÷† Up, and after
doing some business at my office abroad to

Why pangolins dream of quiche 012345 fi ff st !?§\$%&/() @€©®™„“ •—
—«» =x÷† Up, and after doing some business at my office abroad to Lombard Street, about the getting of a good sum of money, thence home, in preparation for my having some good sum in my hands, for fear of a

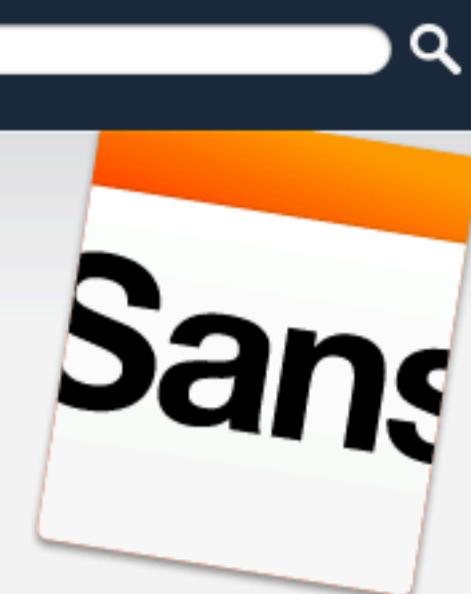
Why pangolins dream of quiche 012345 fi ff st !?§\$%&/() @€©®™„“ •—«» =x÷† Up, and after doing some business at my office abroad to Lombard Street, about the getting of a good sum of money, thence home, in preparation for my having some good sum in my hands, for fear of a trouble in the State, that I may not have all I have in the world out of my hands and so be left a beggar.

Why pangolins dream of quiche 012345 fi ff st !?§\$%&/() @€©®™„“ •—«» =x÷† Up, and after doing some business at my office abroad to Lombard Street, about the getting of a

Why pangolins dream of quiche 012345 fi ff st !?§\$%&/() @€©®™„“ •—«» =x÷† Up, and after doing some business at my office abroad to Lombard Street, about the getting of a good

\$9.99
Per year, per site.

Add



- Reduced number of rounded corners
- Better typography (goes without saying)
- Reduce the reliance on the card device (felt a bit too gimmicky)

Font specimen (after)

Museo Sans 900

Sample text: Is not the best kind of originality...



\$6.50 per year

Text sample

Museo Sans 900

- 48 **Is not the best kind of originality that which comes after a sound apprenticeship?**
- 36 **Is not the best kind of originality that which comes after a sound apprenticeship? That which shall prove to be the blending of a firm conception of, "useful precedent"...**
- 28 **Is not the best kind of originality that which comes after a sound apprenticeship? That which shall prove to be the blending of a firm conception of, "useful precedent" and the progressive tendencies...**
- 24 **Is not the best kind of originality that which comes after a sound apprenticeship? That which shall prove to be the blending of a firm conception of, "useful precedent" and the progressive tendencies...**
- 18 **Is not the best kind of originality that which comes after a sound apprenticeship? That which shall prove to be the blending of a firm conception of, "useful precedent" and the progressive tendencies...**
- 16 **Is not the best kind of originality that which comes after a sound apprenticeship? That which shall prove to be the blending of a firm conception of, "useful precedent" and the progressive tendencies...**

We recommend using this font only at sizes larger than 16px. [Show smaller sizes](#)

Characters



About this font

CLASSIFICATION  Sans Serif
Geometric

SUPER FAMILY Museo

FOUNDRY Exljbris

DESIGNER Alexandra Korolkova

RELEASE YEAR 2008

TAGS esperanto simple clean legible

Museo Sans is based on the well-known Museo.

It is a sturdy, low contrast, geometric, highly legible sans serif typeface very well suited for any display and text use.

This OpenType font family offers also support for CE languages and even Esperanto. Besides ligatures, automatic fractions, proportional/tabular lining and old-style figures, numerators, denominators, superiors and inferiors Museo also has a 'case' feature for case sensitive forms.

Websites using this font



- Reduced number of rounded corners
- Better typography (goes without saying)
- Reduce the reliance on the card device (felt a bit too gimmicky)

 Add to favorites

Museo Sans

Sample text: Why pangolins dream of quiche

A 

 Museo Sans 100 \$6.50 per year 

Why pangolins dream of quiche

 Museo Sans 100 Italic \$6.50 per year 

Why pangolins dream of quiche

 Museo Sans 300 \$6.50 per year 

Why pangolins dream of quiche

 Museo Sans 300 Italic \$6.50 per year 

Why pangolins dream of quiche

 Museo Sans 500 \$2.50 per year 

Why pangolins dream of quiche

 Museo Sans 500 Italic \$2.50 per year 

Why pangolins dream of quiche

 Museo Sans 700 \$6.50 per year 

Why pangolins dream of quiche

About this font

CLASSIFICATION  Sans Serif
 Geometric

SUPER FAMILY Museo

FOUNDRY Exljbris

DESIGNER Alexandra Korolkova

RELEASE YEAR 2008

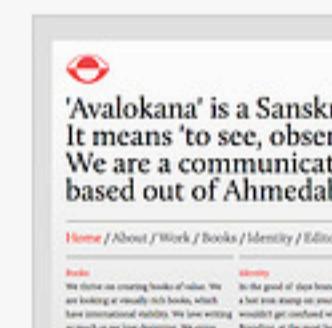
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Websites using this font



Typeface (after)

- Lots of little UI tweaks and improvements.



Goal

Better communicate how the service works and how much it costs to use.



About Fontdeck (before)

FONT
DECK

Find fonts by

Style

Designer

Foundry

Search

ABOUT FONTDECK

What is Fontdeck?

Fontdeck is a font delivery platform designed to work with [CSS @font-face rules](#). This means designers can now specify text to be displayed in the fonts they want, without resorting to JavaScript, Flash, images or other hacks. Using a CSS @font-face solution to give you real text, which can be scaled, translated, read out loud and Googled. Fontdeck is standards compliant and accessible, and works by securely delivering the right font format to the right browser, including Internet Explorer 5, Firefox 3.5, Safari 3, Chrome beta, Opera 10 and all newer versions.

Perfect for Professionals

The Fontdeck catalogue contains hundreds of professionally designed fonts from dozens of font foundries. You can choose individual fonts to suit your precise design requirements, or purchase money-saving bundles. All fonts on Fontdeck have been enhanced for on-screen use and we are continually working with foundries to add more fonts to the catalogue. Because Fontdeck hosts the font files you can be guaranteed that visitors to your site will always get the latest and best versions of the fonts.

You can try any number of fonts for free on your local machine, development environment or staging server. Fontdeck doesn't require JavaScript and gives you complete flexibility in your set-up.

The system is fast and reliable. Fontdeck serves up font files through its unique worldwide content delivery network (CDN) to ensure fonts are delivered to your website with incredible speed and reliability. We protect those font files through a series of barriers: server referrer protection, a novel approach to caching, and unique protection through pattern matching.

Free and easy

Best if all, Fontdeck is free to try and quick to [set up](#). You'll be up and running in about 60 seconds!

The story

Fontdeck was conceived by [Jon Tan](#) and [Richard Rutter](#) at the beginning of the 2009. Both Jon and Richard present and [write](#) about web typography on a regular basis, and both are committed to improving type on the web.

Jon and Richard wanted to start a service that would bring high quality fonts to the widest possible audience. They also wanted to create a level playing field, where independent typeface designers could compete easily with large foundries, and set prices themselves. They wanted to protect everyone with the best possible security, and support the service with the best infrastructure to host and serve fonts. All this has been achieved with Fontdeck.

The vision for Fontdeck also includes supporting educational institutions like colleges and universities with discounted access for students, and also to provide good quality fonts for charities and similar social organisations at a discount. We intend to support complex scripts and fonts created for dying or threatened languages.

Contact Us

If you have any ideas, problems or questions please email Rich at rich@fontdeck.com or phone +44 845 838 6163.

Please also refer to [Fontdeck community support](#), where your question may already have been answered.

Registered address

[Fontdeck LLC](#)
7070 Samuel Morse Dr
Ste 150
Columbia MD
21046-3427
USA

- Replace single text heavy about page with expanded about section.

About Fontdeck (after)

[Introduction](#)

[Speed & Reliability](#)

[Our Story](#)

[For Foundries](#)

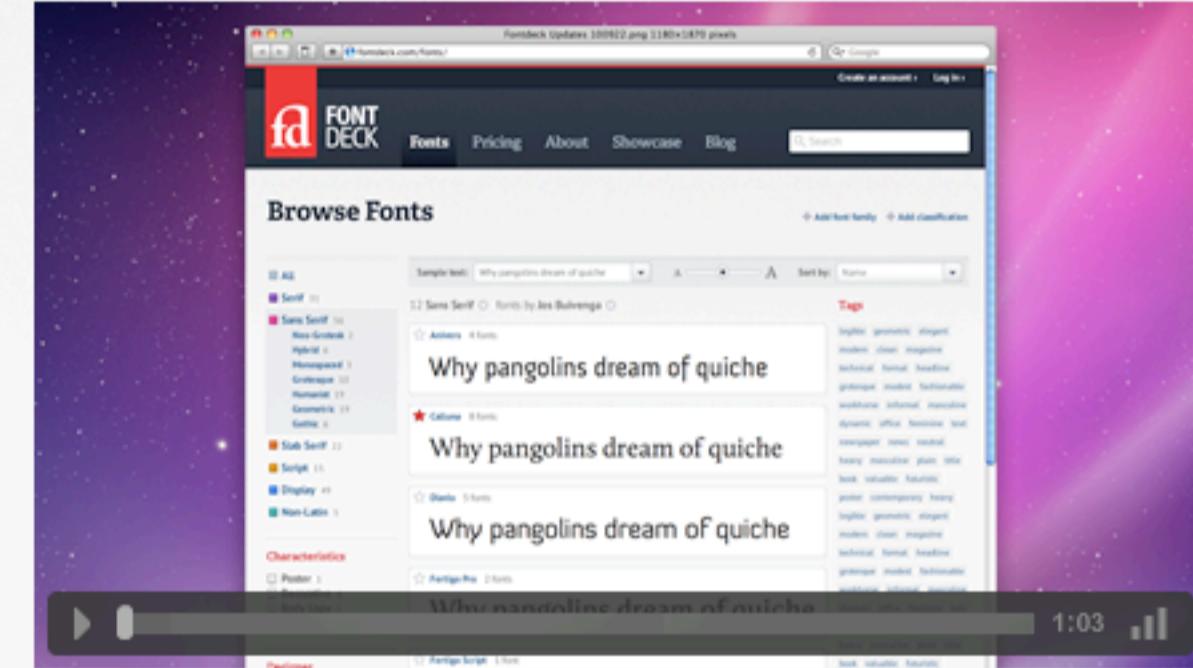
[Newsletter](#)

About Fontdeck

Maintain your distinct brand online without resorting to time-consuming hacks. Use real text with professional typefaces optimised for the web.

The web is built upon real text. It's easier to use than Flash or image replacement techniques, can be infinitely scaled, translated, read aloud and is more readily Googled.

Fontdeck is standards compliant, accessible and uses a pure CSS @font-face solution. No JavaScript required.



Getting started with Fontdeck

Professional catalogue

Our catalogue contains thousands of professionally designed fonts, all enhanced for on-screen use. We are continually working [foundries](#) and [type designers](#) to add more.

Because Fontdeck hosts the font files you can be guaranteed that visitors to your site will always get the latest and best versions of the fonts.

[Browse our font catalogue »](#)

Easy to use

Just a few lines of CSS can link to a font in order to display text in the typeface you require.

As Fontdeck hosts the font files, we can handle all the different browser complications and ensure you get the latest version of each font delivered [quickly and reliably](#) from our worldwide network of servers.

[Read our tutorial »](#)

Competitive pricing

Fontdeck pricing is straight forward and remarkably good value.

You can try any number of fonts for free on your local machine, development environment or staging server. Once you're ready to go live, license individual fonts or purchase money-saving bundles.

[Learn more about our pricing »](#)

Browser Support

Fontdeck works on all modern browsers including Internet Explorer 5, Firefox 3.5, Safari 3, Chrome, Opera 10 and also on the iPhone and iPad.



- Replace single text heavy about page with expanded about section.

Pricing page

[Introduction](#)[Pricing](#)[Speed & Reliability](#)[Our Story](#)[For Foundries](#)[Newsletter](#)[Support](#)

Pricing

We know choosing the right font can take a lot of experimentation, and it often takes longer than 30 days to develop a website.

That's why Fontdeck allows you to try fonts for free, for an unlimited period.

- ✓ Pay for individual fonts, annually per website
- ✓ Try any font for free, forever
- ✓ 1 million monthly page view limit
- ✓ Enterprise options for high traffic sites
- ✓ Prices start at \$2.50. Average price is around \$7.50

	Try any font for free	Buy any font from \$2.50/year	Enterprise supplement starting from \$750/year
1 domain	1 domain	1 domain	1 domain
Unlimited local domains	Unlimited local domains	Unlimited local domains	Unlimited local domains
Unlimited bandwidth	Unlimited bandwidth	Unlimited bandwidth	Unlimited bandwidth
SSL serving	SSL serving	SSL serving	SSL serving
20 unique IP addresses	Up to 1 million monthly page views		For sites with more than 1 million monthly page views

Try any font for free

All fonts can be viewed for free from up to 20 unique IP addresses. This limit is designed to be sufficient for your fonts to be seen by your entire design team, on staging servers and by your clients.

Upgrade to unlimited use

At the point you are ready to take your site live, you can upgrade your website to unlimited visitors. Payment is by credit or debit card, and automatically charged once a year until you cancel.

Enterprise usage

Really busy websites will need our Enterprise package. If your traffic increases into this band, we'll contact you. You won't automatically be charged and your fonts won't stop.

Cancellation

You can cancel your fonts at any time. There are no partial refunds so your fonts will continue to work up until the end of period for which you have paid.



Homepage



[Fonts](#) [About](#) [Pricing](#) [Showcase](#) [Blog](#)

Search

FINE TYPOGRAPHY

for *WEBSITES & WEB APPS*

EASY TO USE, *standards-based, thousands of fonts*

Baskerville from URW++



Showcase

[View our gallery](#) of inspiring websites using Fontdeck.



Le BAT joins Fontdeck

We're really pleased to announce that the [Bureau des Affaires Typographiques](#) (BAT), an exciting new French type foundry, has partnered with Fontdeck.

Founded in 2009, BAT is an initiative of a young generation of French type designers to spread gorgeous, high-quality typefaces.

We're looking forward to seeing what you can do with [their lovely typefaces](#).

The professional webfont solution.

- Preview fonts on your website for free
- Pay only for the fonts you need
- No libraries, plans or bandwidth limits
- Get up and running in 60 seconds
- International character support

[Browse fonts now](#)

or [learn more about Fontdeck](#) »

Popular Fonts

Museo Slab



Le Harve Rounded



Calluna



PF Centro Sans Pro

[See all popular fonts](#) »

B·A·T typetogether (URW)++ CHANK! Mark Simonson STUDIO

parachute F

[Foundries](#) [Designers](#) [Support](#) [Contact us](#) [Blog](#) [Fontdeck on Twitter](#)

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Fontdeck® is proudly brought to you by [Clearleft](#) & [OmniTI](#)



Goal

Greater prominence for foundries and type designers.



Designs (before)



Find fonts by

Style Designer Foundry



DESIGNERS

Showing 195 designers

B

[Lars Bergquist](#)
[David Berlow](#)
[Bo Berndal](#)
[Éric de Berranger](#)
[Albert Boton](#)
[Philip Bouwsma](#)
[Jos Buivenga](#)

C

[Matthew Carter](#)
[Ray Cruz](#)
[Jean-Renaud Cuaz](#)

D

[Chank Diesel](#)

F

[Dave Farey](#)
[Adrian Frutiger](#)

G

[Julius de Goede](#)
[Holly Goldsmith](#)

Are you a type designer?

Do want to make your fonts available on Fontdeck? If so please [contact us](#) – we'd love to hear from you!



Designers (after)

[Fonts](#) [About](#) [Pricing](#) [Showcase](#) [Blog](#) Search

Designers

Featured designers

**Jos Buijenga**

Jos Buijenga began designing type in 1994 and started his exlibris Font Foundry ten years later. He is most known for his Museo font family and also for the way he markets his typefaces.

[8 fonts on Fontdeck »](#)**Giambattista Bodoni**

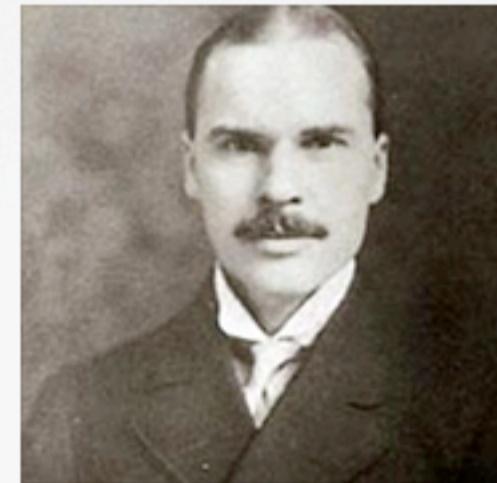
Italian engraver, publisher, printer and typographer of high repute remembered for designing a family of different typefaces called Bodoni.

[1 font on Fontdeck »](#)**Mark Simonson**

Mark Simonson has been developing fonts full-time since 2005. In the earlier part of his career, Simonson was a magazine art director, graphic designer, illustrator and lettering artist.

[3 fonts on Fontdeck »](#)**Adrian Frutiger**

Adrian Frutiger is one of the most prominent typeface designers of the twentieth century. He is best known for creating the typefaces Univers and Frutiger.

[1 font on Fontdeck »](#)**Morris Fuller Benton**

America's most prolific type designer, Benton completed 221 typefaces; reviving historical models like Bodoni, adding new weights to faces such as Goudy Old Style, and creating original designs such as Bank Gothic and Broadway.

[7 fonts on Fontdeck »](#)

All designers

B

[Charles Bigelow](#)
[Bart Blubaugh](#)
[Peter Bury](#)
[Oswald Bruce Cooper](#)

[Giambattista Bodoni](#)
[Peter Bury](#)
[Walter Baum](#)
[Konrad Bauer](#)

[Veronika Burian](#)
[Walter Baum](#)
[Jos Buijenga](#)

C

[AM Cassandre](#)

[Mark Caneso](#)

[Veronika Burian](#)

D

[Jeremy Dooley](#)

[Ethan Dunham](#)

[Chank Diesel](#)

Are you a type designer or foundry?

Do want to make your fonts available on Fontdeck? If so please [contact us](#) – we'd love to hear from you!



Something magical happened!

We got excited about our product again.

- Once team saw this new direction, got excited again.
- Time was found to implement the new pages.
- Hired an intern (now full-time) who has allowed us to accelerate roll out.



Refining the homepage

James' original homepage
design from the hackday

Rich web typography with Fontdeck

SOMMET SLAB from PARACHUTE from \$9 a year

Fontdeck is the professional webfonts solution. Choose from **100s** of carefully selected typefaces and **pay only for the fonts you need, when you need them.**

FREE TO USE &
EASY TO SETUP

Get up and running in under 60 seconds.

[Browse catalogue now](#)

HOW IT WORKS

Browse our catalogue

Select from hundreds of professional typefaces

Choose your fonts

Add fonts to your website font deck

Paste code into your site

Copy and paste CSS to view the fonts within your design

USE FREE! Until this point.

Purchase font licences

Buy licence to use fonts in a live website

FEATURES

- ✓ Accessible, standards-compliant, CSS-only solution
- ✓ No javascript. No flash
- ✓ No subscriptions and no tiers
- ✓ Instant access to entire collection
- ✓ Easy set up. Simply copy and paste.
- ✓ Reliable. Fast. Legal. Secure.
- ✓ Works cross-browser, cross-platform. iPad and iPhone included

SCALABLE & RELIABLE

Fontdeck serves up font files through its unique worldwide content delivery network (CDN) to ensure fonts are delivered to your website with incredible speed and reliability.

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CHANK!



Iteration 1



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e.g. Helvetica, sans serif

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Set in Proxima Nova by Mark Simonson Studio

Why pangolins dream of quiche

Set in Cooper Black by URW++

Why pangolins dream of quiche

Set in DIN 1451 by URW++

Why pangolins dream of quiche

Set in Garamond by URW++

Whv pangolins dream of auiche

Fast, Reliable & Scalable

- » **USE REAL FONTS**
Text can be scaled, translated, read out loud and Googled
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Get free access to all fonts from the start
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and have you join these fantastic foundries:





Iteration 2



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Why choose Fontdeck?

- » Use real fonts
- » Pure CSS @font-face solution
- » Works on all modern browsers
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Cooper Black by URW++

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DIN 1451 by URW++

Why pangolins dream of quiche

Garamond by URW++

Why pangolins dream of quiche

News Gothic by URW++

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Fontdeck in action

Lots of designers are discovering the power of real web typography with Fontdeck. View more examples in our [Fontdeck Gallery](#) on Flickr.



- Reduced the amount of text, but still trying to communicate how the service works.
- Is the homepage the right place to be doing this.



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Iteration 3

Just added

Murcury Program 1958

[Proxima Nova](#)

Köln Hauptbahnhof eröffnet am 23 September 1957

[DIN 1451](#)

Painted Hills Overlook

[Clarendon URW](#)

THE MIDLAND HOTEL, MORECAMBE

[Le Havre](#)

Economic growth revised at 1.2%

[PF Centro Serif Pro](#)

Murcury Program 1958

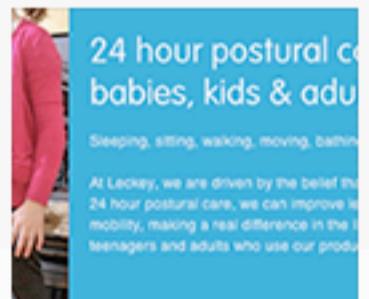
[Proxima Nova](#)

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We are a community
based out of Ahola'

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in the...



Leckey

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- Removed the step process diagram, focusing on the proposition.



e.g. Helvetica, sans serif

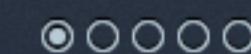
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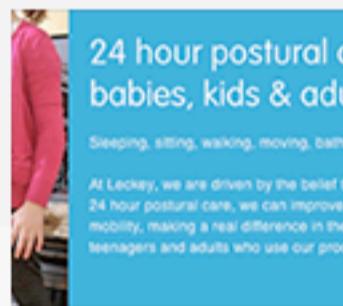
dConstruct 2010



Fieldnotes Brand



Avalokana



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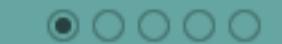
- Might a narrower design bring more focus to the page?

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Iteration 5

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Murcury Program 1958

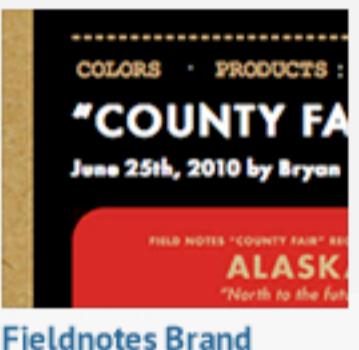
[Proxima Nova](#)

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Iteration 6

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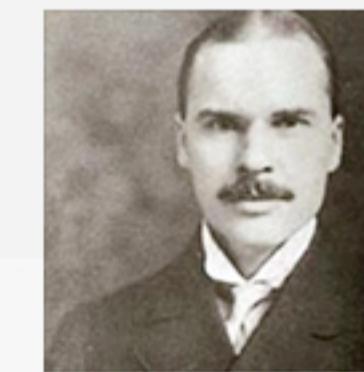
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Featured Type Designer

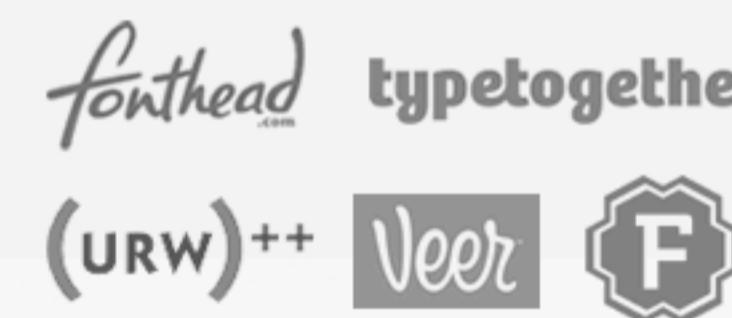


Morris Fuller Benton

America's most prolific type designer, Benton completed 221 typefaces; reviving historical models like **Bodoni**, adding new weights to faces such as **Goudy Old Style** and **Cheltenham**, and creating original designs such as **Bank Gothic** and **Broadway**.

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Latest news from Fontdeck

Making Faces Film 09 JULY 2010

Making Faces is a film by Richard Kegler about the late Jim Rimmer and his unique approach to type design and manufacture.

New fonts from Insigne 09 JULY 2010

We've just added 12 new fantastic typefaces from the brilliant Insigne foundry.

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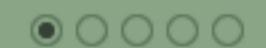
- This simpler layout felt like a step in the right direction.
- Proposition box seemed attached to the search box.

Iteration 7

A S P E C I M E N

By JOHN BASKERVILLE
of BIRMINGHAM, *Letter-Founder and Printer*

Baskerville from URW++

**Showcase**[View our gallery](#) of inspiring websites using Fontdeck.**Le BAT joins Fontdeck**

We're really pleased to announce that the [Bureau des Affaires Typographiques](#) (BAT), an exciting new French type foundry, has partnered with Fontdeck.

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We're looking forward to seeing what you can do with [their lovely typefaces](#).

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Iteration 8



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B·A·T typetogether (URW)++ CHANK! Mark Simonson STUDIO

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Did we realign... or redesign?

You decide!

- Wow, we actually made quite a lot of changes, but still looks like Fontdeck.
- So, did we realign, or redesign?
- I think it's a state of mind. Redesign is a scary word.
- Needed a long term vision that could be split up into manageable chunks.



Thank you!

- ▶ fontdeck.com / @fontdeck
- ▶ paulrobertlloyd.com / @paulrobertlloyd