


Web Typography

Font weights

“Weight” refers to the boldness of a particular face, and “style” refers to whether it’s roman (upright), italic, condensed, extended, or some other variant in the family.

In CSS, font weights are expressed as numeric values between 100 and 900.

 style.css

```
p {  
    font-weight: 400;  
    font-style: italic;  
}
```

Why does it matter?

The design of most websites uses multiple faces in the same family, so we need to know how to embed several .woff files that represent related faces.

If we don't offer multiple faces the bold text isn't really all that bold. This is because it's being synthesized. We didn't supply a bold font face for the `` element to use, so the browser is trying to fake it by auto-converting the font into a thicker face.

This paragraph is using synthesized bold.

This paragraph is using **genuine bold**.

Multiple font faces (the right way)

To ensure you have the correct versions of bold fonts, make sure to include multiple versions of the font and keep the familial relationship. Here's the correct way to include multiple fonts when using the `@font-face` rule:

📄 style.css

```
@font-face {  
  font-family: 'Roboto';  
  src: url('Roboto-Light-webfont.woff') format('woff');  
  font-style: normal;  
  font-weight: 300;  
}  
  
@font-face {  
  font-family: 'Roboto';  
  src: url('Roboto-LightItalic-webfont.woff') format('woff');  
  font-style: italic;  
  font-weight: 300;  
}
```


Paragraph indents

Separating paragraphs from one another is one of the most fundamental functions of typography. There's two generally accepted solutions: either use a first-line indent or a margin between the paragraphs.

Your readers (hopefully) aren't stupid—they don't need two signs that a new paragraph is happening, so never use both an indent and a margin. That would be redundant.

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The CSS `text-indent` property defines the size of the first-line indent of a particular element (usually a `<p>`).

 `style.css`

```
.paragraph-indent p {  
  text-indent: 1em;  
  margin-bottom: 0;  
}  
.paragraph-indent p:first-of-type {  
  text-indent: 0;  
}
```

Note that the first paragraph after a heading should never be indented because, well, it's usually pretty obvious that it's a new paragraph. This is a pretty good use case for the `:first-of-type` pseudo-class.

Text alignment


In a well-designed HTML document, text alignment is never an arbitrary decision. It takes into account this little bit of human physiology.

Good text alignment actually makes it easier for users to read your content by giving their eyes an anchor to jump to when they move from line to line.

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Left alignment

Most of your text should be left-aligned because it gives the reader a vertical anchor to jump back to on every line. Long runs of text, in particular, should almost always be left-aligned. Short runs of text and headings have a little bit more leeway.


 style.css

```
.left {  
  text-align: left;  
}
```


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Center alignment

Center-aligned text doesn't have that anchor, so it's easier for the eye to get lost when it tries to jump to the next line. It's best suited for short line lengths (more on that later) and for special kinds of content like poems, lyrics, and headings.

 style.css


```
.center {  
  text-align: center;  
}
```

Generally speaking, text alignment should be consistent throughout a web page. If you're going to center a heading, center all of your headings.

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Right alignment

Like centered text, right alignment should usually be reserved for these kinds of special design scenarios because its jagged left edge makes it harder for the reader to find the next line.

 style.css


```
.right {  
  text-align: right;  
}
```

Right alignment is a great consideration when choosing text alignment for the relationship it creates with the surrounding elements, like a caption on the left side of an image, etc.

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Justified text

Justified text is created by subtly adjusting the space between words/letters and splitting long words with hyphens until each line is the same width. These uneven spaces make it harder for the eye to move horizontally across the text.

 style.css

```
.justify {  
  text-align: justify;  
}
```

Unfortunately, most browsers don't have any kind of built-in hyphenation engine, so you're better off avoiding justified text in HTML documents.

Vertical text spacing

Line-height property determines the amount of space between lines in the same paragraph. In traditional typography, line-height is called “leading” because printers used little strips of lead to increase the space between lines of text.

General principles are:

- Give things enough space to breath.
- Use consistent spacing throughout the page.

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Give Your Elements Enough Room to Breathe

One of the easiest ways to make your web pages look more professional is to add bigger margins or padding between everything.

By everything, we mean the space between headings, paragraphs, images, form controls, the vertical space between lines, the horizontal space between the edge of the page, and pretty much every other margin or padding you can think of.

Consistent Spacing

Using a consistent margin between headings, paragraphs, images, and other elements gives a vertical rhythm to the page. See how this button doesn't seem to break the flow of the page?

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Consistent spacing makes your web page feel more like a cohesive whole, rather than a bunch of unrelated graphical elements.

Without Enough Space, Things Feel Messy

One of the easiest ways to make your web pages look less professional is to reduce margins or padding between everything.

By everything, we mean the space between headings, paragraphs, images, form controls, the vertical space between lines, the horizontal space between the edge of the page, and pretty much every other margin or padding you can think of.

Inconsistent Spacing

Using an inconsistent margin between headings, paragraphs, images, and other elements destroys the vertical rhythm of a page. See how this button seems to break the flow of the page?

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The difference between the top and bottom margin makes it feel like it doesn't fit in, and your web page is no longer a cohesive whole.

Line Length

“Line length” refers to the horizontal length of your text. You can think of it as the number of characters or words that fit into a single line. It’s controlled by the following CSS properties:

- width
- margin-left (or padding-left)
- margin-right (or padding-right)

A good rule-of-thumb is to limit the number of characters on a single line to around 80. We can actually set the width in CSS to accomplish this.

 style.css

```
.line-length {  
  max-width: 80ch;  
}
```

ch = characters

A few other guidelines

- Use a font-size between 14px and 20px for the body element.
- Use “curly quotes” and apostrophes with the `’`, `‘`, `”`, and `“` HTML entities.
- Use proper dashes (`–`, `—`) and other symbols (`©`).
- Don’t use text-decoration: underline except for hover states.
- Use real italic fonts over synthesized ones if not it’s too much of a performance burden.