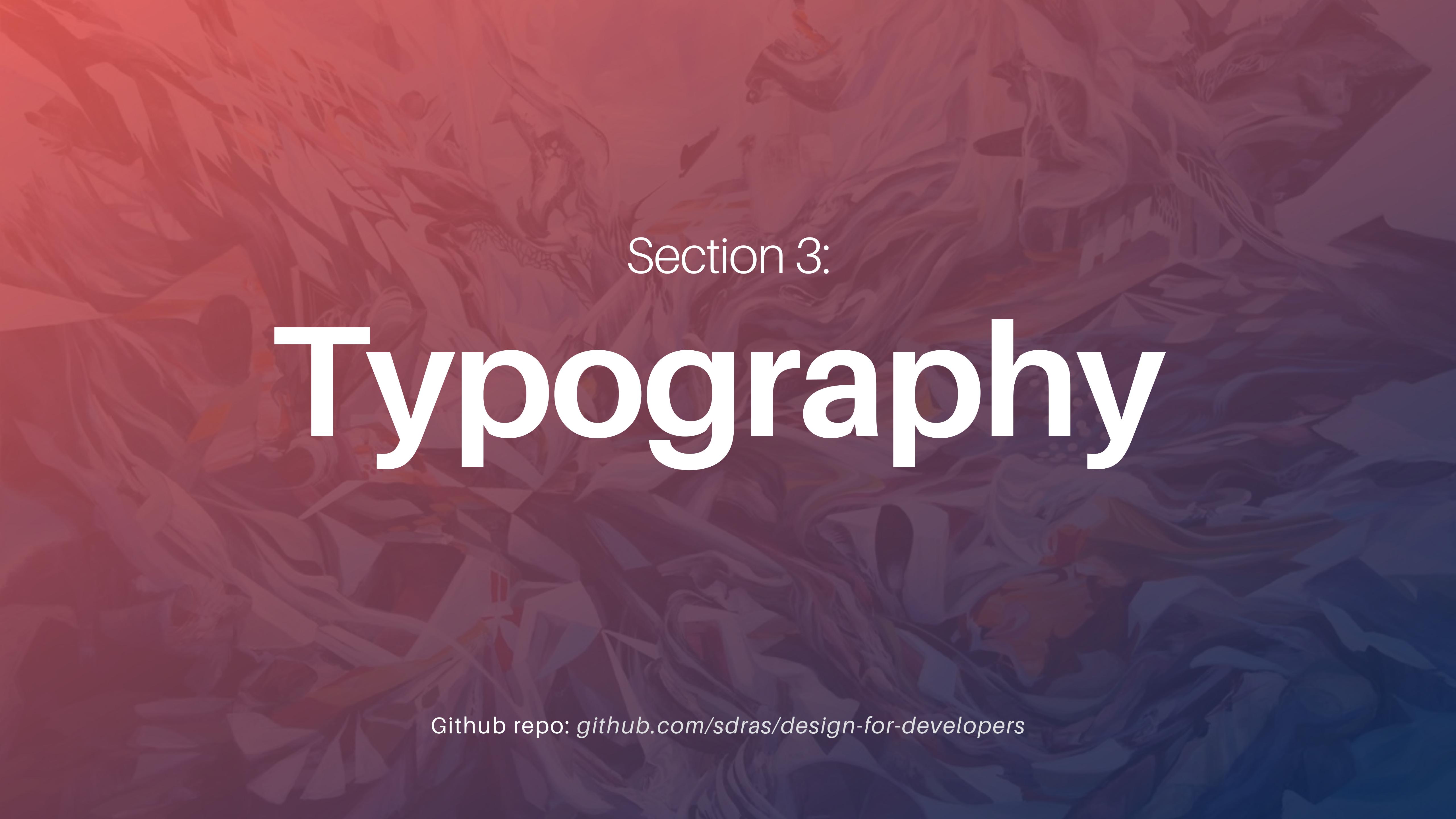




Design  
*for*  
Developers

GitHub repo: [github.com/sdras/design-for-developers](https://github.com/sdras/design-for-developers)

twitter: @sarah\_edo

The background of the slide features a vibrant, abstract design composed of swirling, organic shapes in shades of red, orange, yellow, and blue. These colors transition from a bright red-orange on the left side to a deep blue on the right, creating a sense of depth and movement.

Section 3:

# Typography

Github repo: [github.com/sdras/design-for-developers](https://github.com/sdras/design-for-developers)

## TYPOGRAPHY



## *Typography*

---

### Basics

I am sans.

I am serif.

*Typography*

---

## Basics

# Slab Serif ↗ Fonts ↙

---

## Selection

---

**Aptifer**   **Xenois**   **Siserrif**

PMN Caecilia   Memphis

Clarendon   **Soho**   LinoLetter

# Typography

---

## Basics

A Serif Font

Sans-serif fonts do not have serifs, hence the name, without serifs.

Sans-Serif Font

Cursive fonts are called Script Fonts

Script Font

Handwritten fonts are fonts that resemble handwriting

Handwritten

A display font is very bold and has its own distinct personality

Display Font

Novelty fonts are fonts that are completely out of the box. Unique.

NOVELTY FONT

## Webfonts

# Google Fonts

Not spendy, easy setup

The screenshot shows the Google Fonts homepage with a search bar at the top right. On the left, there's a sidebar with categories like Serif, Sans Serif, Display, Handwriting, and Monospace. The main content area displays six font families in a grid:

- Roboto** by Christian Robertson (12 styles). Sample text: "All their equipment and instruments are alive."
- Sunflower** by JIKJISOFT (3 styles). Sample text: "A red flare silhouetted the jagged edge of a wing."
- Song Myung** by JIKJI (1 style). Sample text: "I watched the storm, so beautiful yet terrific."
- Open Sans** by Steve Matteson (10 styles). Sample text: "Almost before we knew it, we had left the ground."
- Lato** by Łukasz Dziedzic (10 styles). Sample text: "A shining crescent far beneath the flying vessel."
- Montserrat** by Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly (18 styles). Sample text: "It was going to be a lonely trip back."

Each font entry includes a red '+' button to add it to a project.

*Webfonts*

## Font Squirrel

Not spendy, fairly easy setup  
Has a webfont generator

The screenshot shows the Font Squirrel homepage with a purple header. In the top right corner, there are links for "Login", "FAQ", and "Contact". Below the header, the Font Squirrel logo is prominently displayed. A banner for "vuse ciro® complete kit" is visible, offering \$2\*. The main navigation bar includes links for "Hot", "Recent", "Top Font Deals", "Swag", "Generator", "Font Identifier", "Font Talk", and "Blog". A search bar with the placeholder "SEARCH FONTS & FOUNDRIES" and a magnifying glass icon is located at the top right. The main content area features a section titled "Free Font Utopia" with the subtext: "Free fonts have met their match. We know how hard it is to find quality freeware that is licensed for commercial work. We've done the hard work, hand-selecting these typefaces and presenting them in an easy-to-use format. Here are some of our favorites:". Three font samples are shown: "Acherus Grotesque" (AaBbCcDdE), "Verbatim" (AaBbCcDdEeFfGgHhIi), and "Intro Rust" (INTRO RUST ABCDEFGHIJKLMNOP). Each sample includes a preview image, a breadcrumb navigation path, and a "DOWNLOAD OTF (OFFSITE)" button.

*Webfonts*

# Fonts.com

Can be moderately spendy  
Slightly more difficult setup  
Has a tool called whathefont

The screenshot shows the homepage of fonts.com. At the top, there's a navigation bar with the 'fonts.com' logo, a search bar, and links for 'All', 'Search Fonts.com', 'Hi there. Sign In', 'Need help? Support', and 'Your Cart Empty'. Below the navigation is a menu with 'Browse', 'Font Lists', 'Deals', 'Learning', 'Web Fonts', 'Monotype Library Subscription', and 'Shop MyFonts'. The main feature is a large, stylized movie poster for 'It came from the PINES'. The poster features a skull on a red shield, a group of people in a forest, and the text 'FONTS.COM PRESENTS', 'WRITTEN BY ANDY SHMORIN', 'DIRECTED BY JIM SERNANDEZ', 'NOTHING HUMAN CAN STOP IT!', and 'Presented IN COLOR R RESTRICTED'. Below the poster, there are sections for 'BEST SELLING NEW FONTS' (featuring 'Above The Sky' and 'Neue Plak'), 'FEATURED FOUNDRIES' (Linotype, Monotype, ITC), and 'FEATURED FONTS' (DIN Next Slab). A red button at the bottom right says 'FREE WEB FONTS'.

*Webfonts*

---

## Hoefer&Co.

Very spendy.

Totally worth it though.



## *Typography*

---

## **Pairing.**

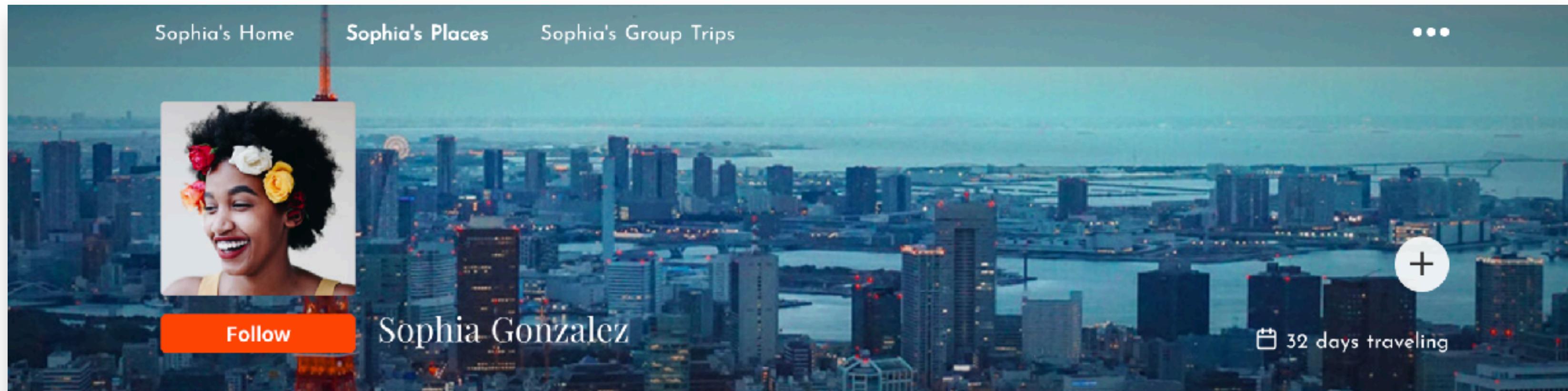
One display, one sans-serif

One serif, one sans-serif

Not more than three!

Try for two

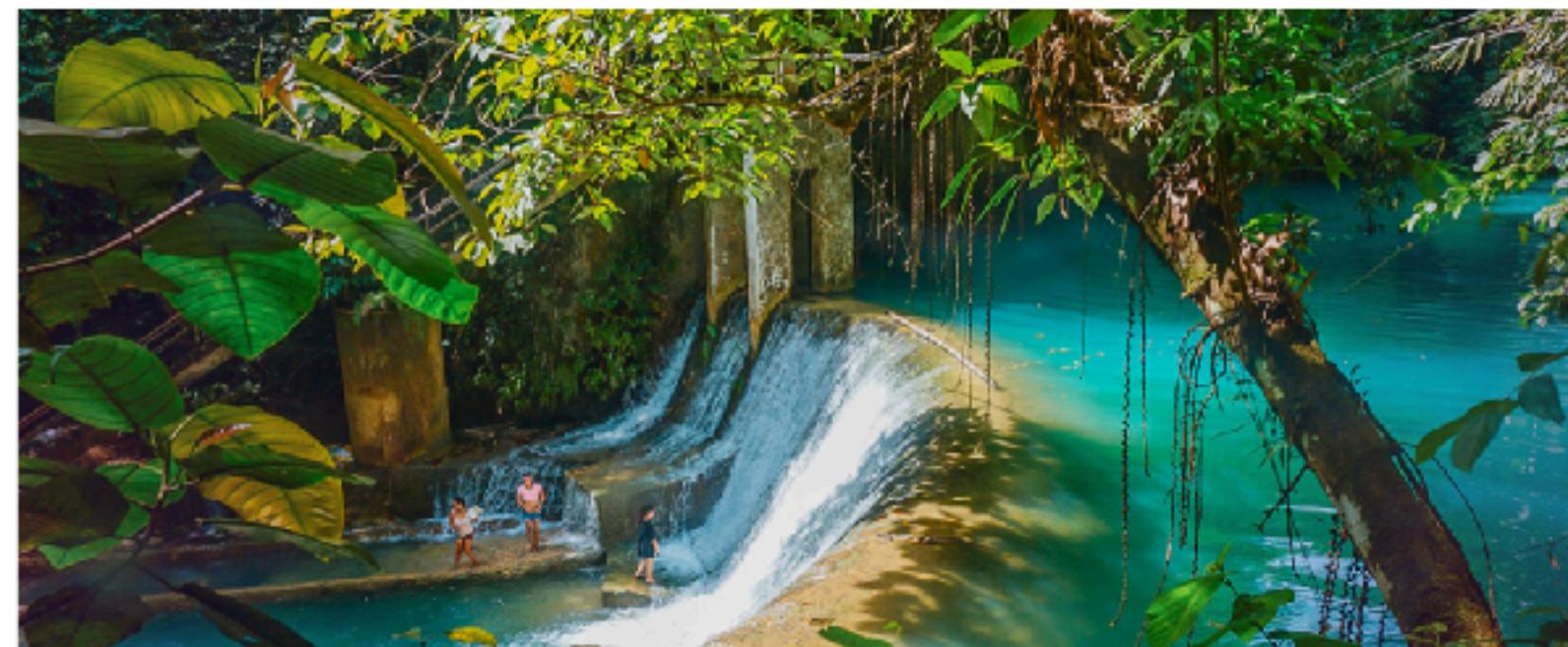
Don't pick types too similar to  
one another



#### SOPHIA GONZALEZ'S PLACES

## Honolulu

Rating: 8.9



Ocean breezes rustle palm trees along the harborfront, while in the cool, mist-shrouded Ko olau Range, forested hiking trails offer postcard city views. At sunset, cool off with an amble around Magic Island or splash in the ocean at Ala Moana Beach.

#### Other Trips



##### HONULULU

Ocean breezes rustle palm trees along the harborfront, while in the cool, mist-shrouded Ko olau Range, forested hiking trails offer postcard city views. At sunset, cool off with an amble around Magic Island or splash in the ocean at Ala Moana Beach.



##### SANTORINI

With multicoloured cliffs soaring above a sea-drowned caldera, Santorini looks like a giant slab of layered cake. The main island of Thira will take your breath away with its snow-drift of white Cycladic houses lining the cliff tops and, in places, spilling like icy cornices down the terraced land.

# TYPOGRAPHY

---

## Popular Pairings with Josefin Sans

Open Sans



Roboto



Lato



Raleway



Playfair Display



Playfair Display

Regular ▾



Josefin Sans

Regular ▾

The spectacle before us was indeed sublime.

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.

## TYPOGRAPHY

### Popular Pairings with Josefin Sans

Open Sans



Roboto



Lato



Raleway



Playfair Display



Playfair Display

Regular ▾

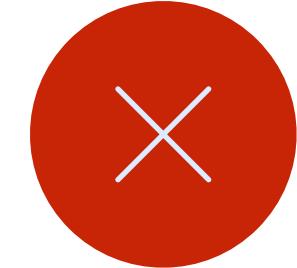


Josefin Sans

Regular ▾

The spectacle before us was indeed sublime.

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.



---

Open Sans



---

Roboto



---

Oswald



---

Lato

Regular ▾



---

Oswald

Regular ▾



---

Raleway



---

Source Sans Pro



# The spectacle before us was indeed sublime.

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.



Open Sans



Roboto



Oswald



Oswald

Regular ▾



Lato

Regular ▾



Raleway

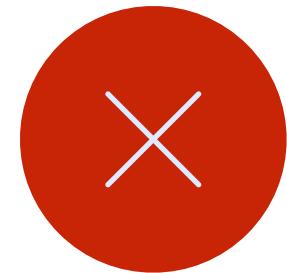


Source Sans Pro



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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.



Open Sans



Lato

Regular ▾



Open Sans

Regular ▾

Roboto



Oswald



Raleway



Source Sans Pro



# The spectacle before us was indeed sublime.

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.

# Machine Learning for Fonts

FONTJOY

The screenshot shows the FONTJOY web application. At the top, there are three circular icons: a grid icon, a lock icon, and a refresh/circular arrow icon. To the right of these is a button labeled "Generate". Below this header, the main title "Font pairing made simple" is displayed in large white font. Underneath the title, a subtitle reads "Generate font combinations with deep learning". On the left side of the interface, there is a sidebar containing three font pairs: "Montserrat" (with icons for lock and edit), "Mako" (with icons for lock and edit), and "Montserrat Alternates" (with icons for lock and edit). The main content area on the right contains two paragraphs of explanatory text. The first paragraph describes how to use the "Generate", "Lock", and "Edit" features, noting that the text is editable. The second paragraph explains the goal of font pairing and refers to a Github page for technical details.

Montserrat

🔒 ⚒

Mako

🔒 ⚒

Montserrat Alternates

🔒 ⚒

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.

The goal of font pairing is to select fonts that share an overarching theme yet have a pleasing contrast. Which fonts work together is largely a matter of intuition, but we approach this problem with a neural net. See Github for more technical details.

*Legibility*

## Attention span

Typography for Lawyers

In fact, your reader is quite different from you:

	WRITER	READER
Attention span	Long	Short
Interest in topic	High	Low
Persuadable by other opinions	No	Yes
Cares about making your client happy	Yes	No

Legal writers, unfortunately, often imagine that the comparison looks like this:

	WRITER	READER
Attention span	Long	Whatever it takes
Interest in topic	High	Boundless
Persuadable by other opinions	No	Barely
Cares about making your client happy	Yes	Of course

The only reader who might match that description is your mother.

## *Legibility*

---

# Line Length

Typography for Lawyers

### **line length**

*45–90 characters  
or 2–3 alphabets*

*Line length* is the distance between the left and right edges of a text block. Overly long lines are a common problem, but they're easy to correct. Shorter lines will make a big difference in the legibility and professionalism of your layout.

The most useful way to measure line length is by average characters per line. Measuring in inches or centimeters is less useful because the **POINT SIZE** of the font affects the number of characters per inch. Whereas characters per line works at any point size.

Shorter lines are more comfortable to read than longer lines. As line length increases, your eye has to travel farther from the end of one line to the beginning of the next. Aim for an average line length of 45–90 characters, including spaces. You can check line length using word count.

## *Legibility*

---

# Typographic Color

The visual weight of a text block is influenced by the amount of ink used to create the characters and the amount of space that is created through the characters. However, is the visual value of a font is high, influence the legibility of a font.

Adobe Color: #e0e0e0

The visual weight of a text block is influenced by the amount of ink used to create the characters and the amount of space that is created through the characters. However, is the visual value of a font is high, influence the legibility of a font.

Font: Monospace 10pt

The visual weight of a text block is influenced by the amount of ink used to create the characters and the amount of space that is created through the characters. However, is the visual value of a font is high, influence the legibility of a font.

Font: Helvetica 10pt

The visual weight of a text block is influenced by the amount of ink used to create the characters and the amount of space that is created through the characters. However, is the visual value of a font is high, influence the legibility of a font.

Font: Arial 10pt

The visual weight of a text block is influenced by the amount of ink used to create the characters and the amount of space that is created through the characters. However, is the visual value of a font is high, influence the legibility of a font.

Font: Tahoma 10pt

The visual weight of a text block is influenced by the amount of ink used to create the characters and the amount of space that is created through the characters. However, is the visual value of a font is high, influence the legibility of a font.

Font: Calibri 10pt

The visual weight of a text block is influenced by the amount of ink used to create the characters and the amount of space that is created through the characters. However, is the visual value of a font is high, influence the legibility of a font.

Font: New Roman 10pt

The visual weight of a text block is influenced by the amount of ink used to create the characters and the amount of space that is created through the characters. However, is the visual value of a font is high, influence the legibility of a font.

Font: Palatino Linotype 10pt

The visual weight of a text block is influenced by the amount of ink used to create the characters and the amount of space that is created through the characters. However, is the visual value of a font is high, influence the legibility of a font.

Font: Garamond 10pt

*Legibility*

# Responsive Typography

MAY 17, 2017

Mike Following

Fluid Typography

All my Fluid Typography examples in one place. Hurry, everything must go!

Fluid Typography Stylus Mixin

Quare attende, quaeſeſtus

Heading level 1

Heading level 2

Heading level 3

Using CSS Variables (correctly)

What is this?

20000 LEAGUES UNDER THE SEA

A fully packed example of fluid typography\layout techniques including detailed code comments with explanations

Classic Linear

Mike Riethmuller

```
// These values are the minimum and maximum viewport sizes to apply the font scaling
$min_width: 400;
$max_width: 800;
// These values represent the range of font-size to apply
// These values effect the base font-size, headings and other elements will scale proportionally
$min_font: 12;
$max_font: 24;

:root { font-size: #{$min_font}px; }
// This part is a little bit ugly, I will explain what is going on in a blog post soon.
@media (min-width: #{$min_width}px) and (max-width: #{$max_width}px){
  :root {
    font-size: calc( #{$min_font}px + (#{$max_font} - #{$min_font}) *
      ( (100vw - #{$min_width}px) / ( #{$max_width} - #{$min_width} ) ) );
  }
}
@media (min-width: #{$max_width}px){
  :root {
    font-size: #{$max_font}px;
  }
}
```

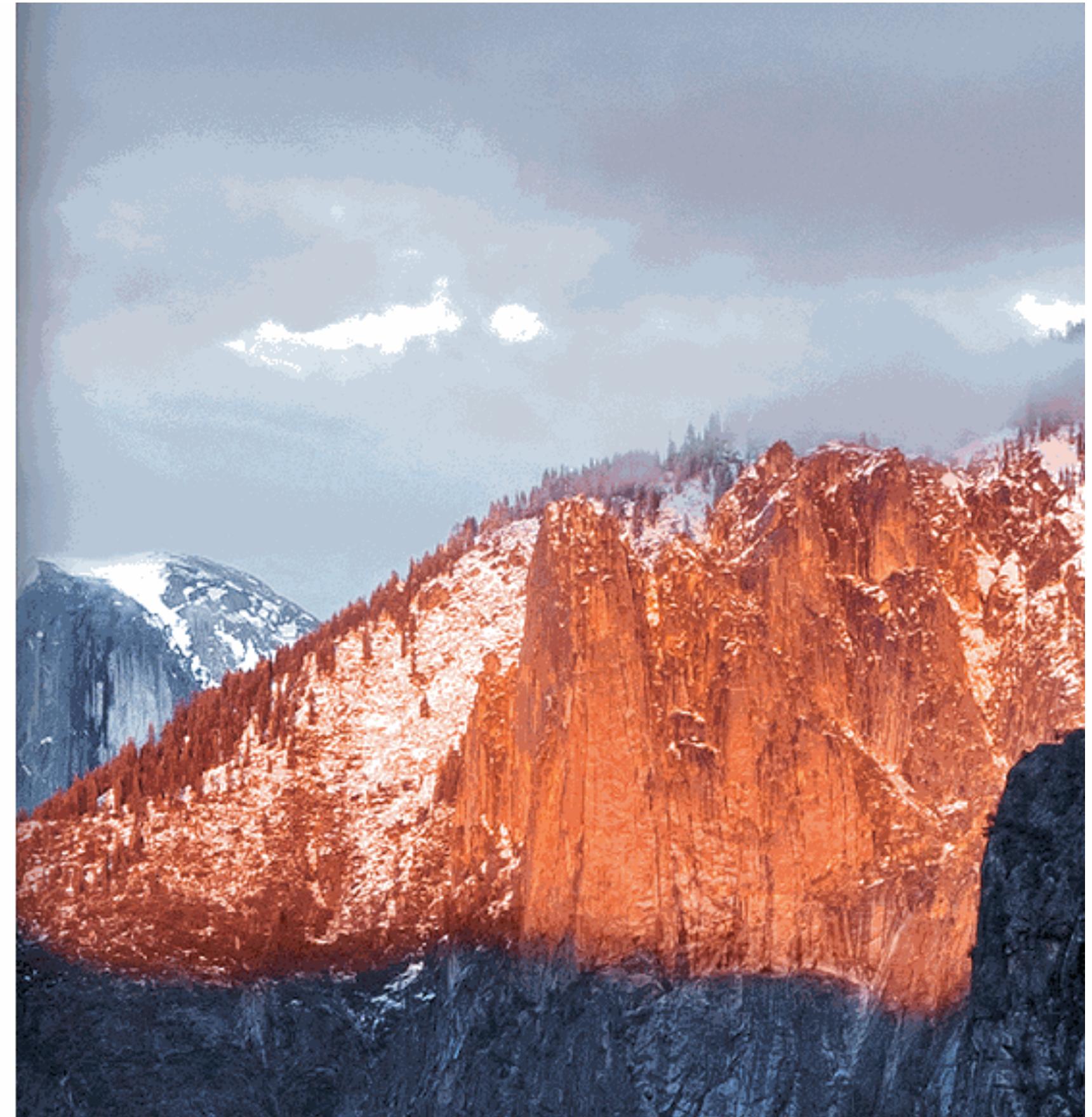
*Headings*

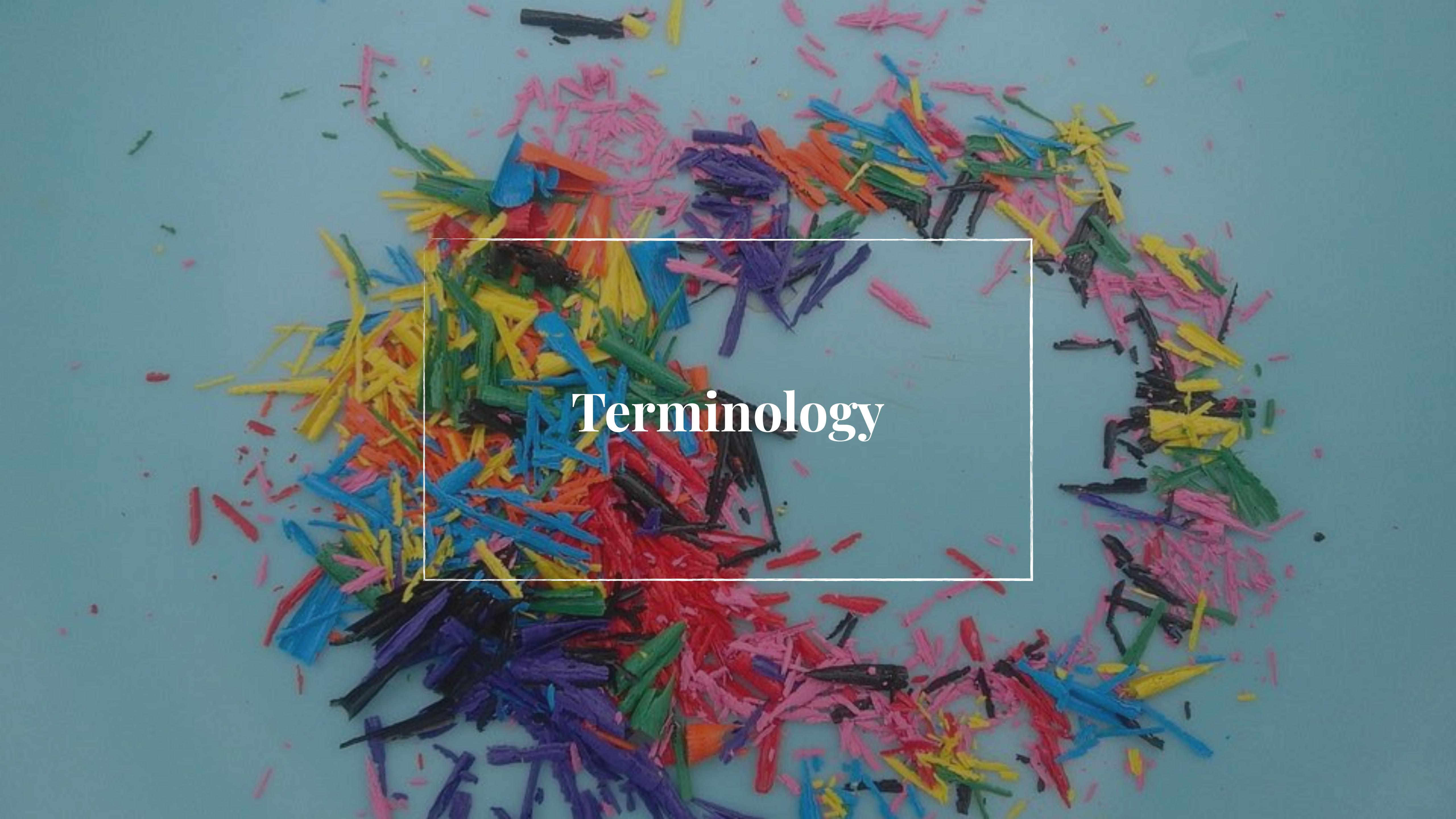
---

## Text Lockup

[css-tricks.com/snippets/svg/text-lock-up/](https://css-tricks.com/snippets/svg/text-lock-up/)

Meet the  
ALPHABET  
from  
ANAHEIM  
Kids





# Terminology

TYPOGRAPHY

## Terminology

Proportional  
Monospaced

## TYPOGRAPHY

### Kerning & Leading

AV Wa

No kerning

AV Wa

Kerning applied



## TYPOGRAPHY

### Kerning & Leading

# Leading and Kerning

# Leading and Kerning

# Leading and Kerning

leading is the space  
between baselines

ascender

midline

baseline

descender

## TYPOGRAPHY

### Kerning & Leading



IF YOU REALLY HATE SOMEONE, TEACH  
THEM TO RECOGNIZE BAD KERNING.

## TYPOGRAPHY

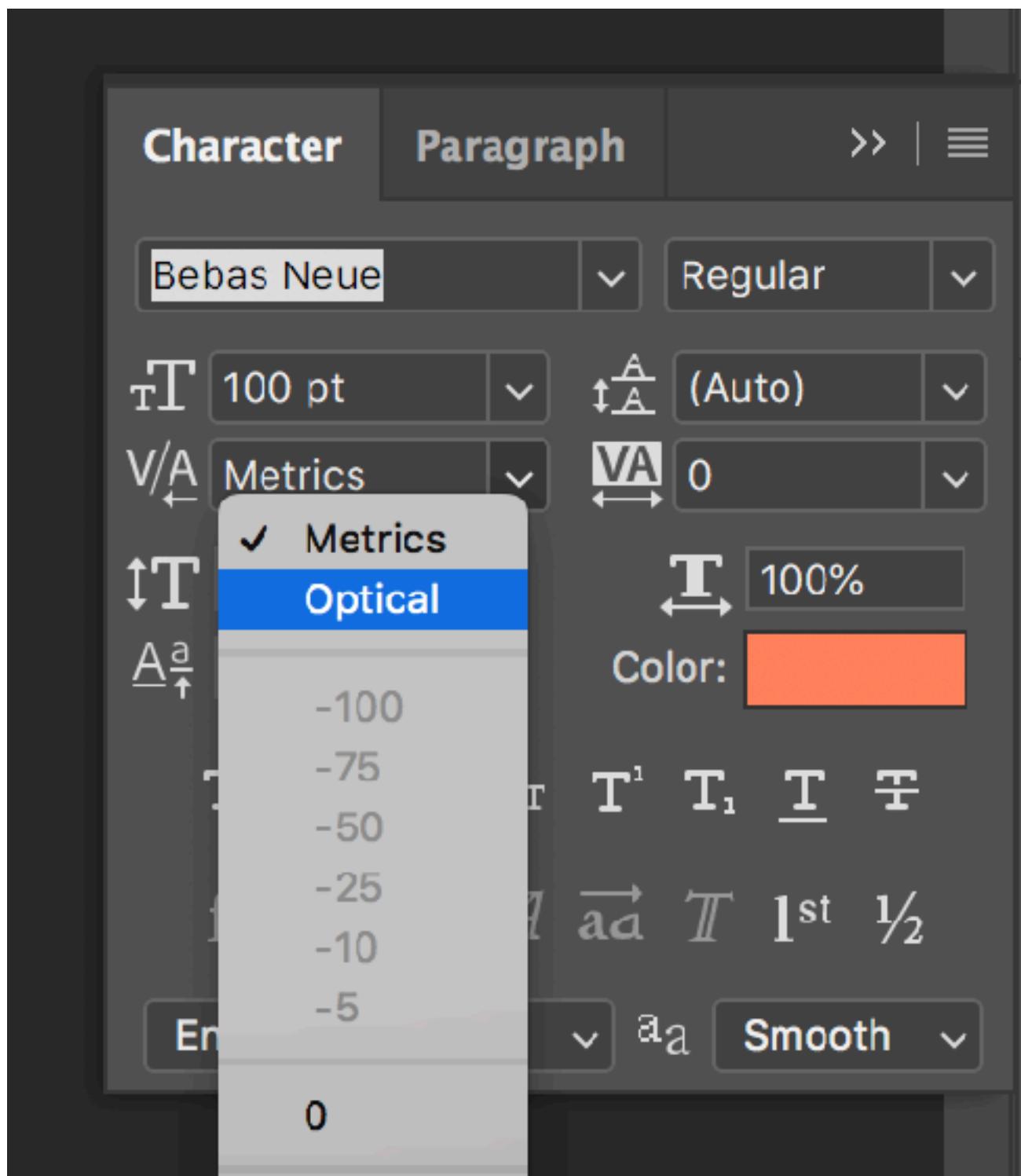
### Kerning & Leading



## TYPOGRAPHY

### Kerning & Leading

In Photoshop:



Kerning in code:

```
letter-spacing: 0.03em;
```

Leading in code:

```
line-height: 1.4;
```

```
vertical-align: baseline;
```

## TYPOGRAPHY

### Widows and Orphans

#### A WIDOW

This is some dummy copy. You're not really supposed to read dummy copy, it is just a place holder for people who need some type to visualize what the actual copy might look like if it were real content.

If you want to read, I might suggest a good book, perhaps Hemingway or Melville. That's why they call it dummy copy. This is dummy copy. You're not really supposed to read dummy copy.

#### AN ORPHAN

This is dummy copy. You're not really supposed to read dummy copy, it is just a place holder for people who need some type to visualize what the actual copy might look like if it were real content. If you want to read, I might suggest a good book, perhaps Hemingway or Melville. That's why they call it

dummy copy.

This is dummy copy.

You're not really supposed to read dummy copy, it is just a place holder for people who need some type to visualize what the actual copy might look like if it were real content. If you want to read, I might suggest a good book, perhaps Hemingway or Mel-

# TYPOGRAPHY

## Widows and Orphans



KNOW YOUR TYPE LESSON #3

## Widow vs. Orphan

Raindrops the size of bullets thundered on the castle windows for days on end; the lake rose, the flower beds turned into muddy streams, and Hagrid's pumpkins swelled to the size of garden sheds. Oliver Wood's enthusiasm for regular training sessions, however, was not dampened, which was why Harry was to be found, late one stormy Saturday afternoon a few days before Halloween, returning to Gryffindor Tower, drenched to the skin and splattered with mud. **WIDOW**

Even aside from the rain and wind it hadn't been a happy practice session. Fred and George, who had been spying on the Slytherin team, had seen for themselves the speed of those new Nimbus Two Thousand and Ones. They reported that the Slytherin team was no more than seven greenish blurs, shooting through the air like missiles.

As Harry squelched along the deserted corridor he came across somebody who looked just as preoccupied as he was. Nearly Headless Nick, the ghost of

---

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As Harry squelched along the deserted corridor he came across somebody who

LOVELETTERSTYPGRAPHY.CO.UK

# TYPOGRAPHY

## Widows and Orphans

### Good

Lorem ipsum dolor sit amet, consectetur  
lout adipiscing elit. Integer posuere orci  
quis ligula. Donec egestas massa  
vulputate nisl. Curabitur venenatis.

**dolor sit amet antetut mauris.**

Nulla ac odio. Praesent bibendum justo id  
posuere orci quis ligula massa vulputate

**egestas massa vulputate nisl mauri.**  
**Suspendisse magna tellus,**  
**faucibus, sodales, vehicula eget.**

Lorem ipsum dolor sit amet, consectetur  
lout adipiscing elit. Integer posuere orci  
quis ligula. Donec egestas massa vulputa  
nisl. Curabitur venenatis nullam.

### Bad

Lorem ipsum dolor sit amet, consectetur  
lout adipiscing elit. Integer posuere orci  
quis ligula. Donec egestas massa atheis  
vulputate nisl. Curabitur venenatis aerues  
**mauris.**

Nulla ac odio. Praesent bibendum justo id  
mauris. Suspendisse magna tellus,

**dapibus sodales, vehicula eget.**

Lorem ipsum dolor sit amet, consectetur  
lout adipiscing elit. Integer posuere orci  
quis ligula. Donec egestas massa  
vulputate nisl. Curabitur venenatis.  
Nullam egestas facilisis antetut.

## Ligatures

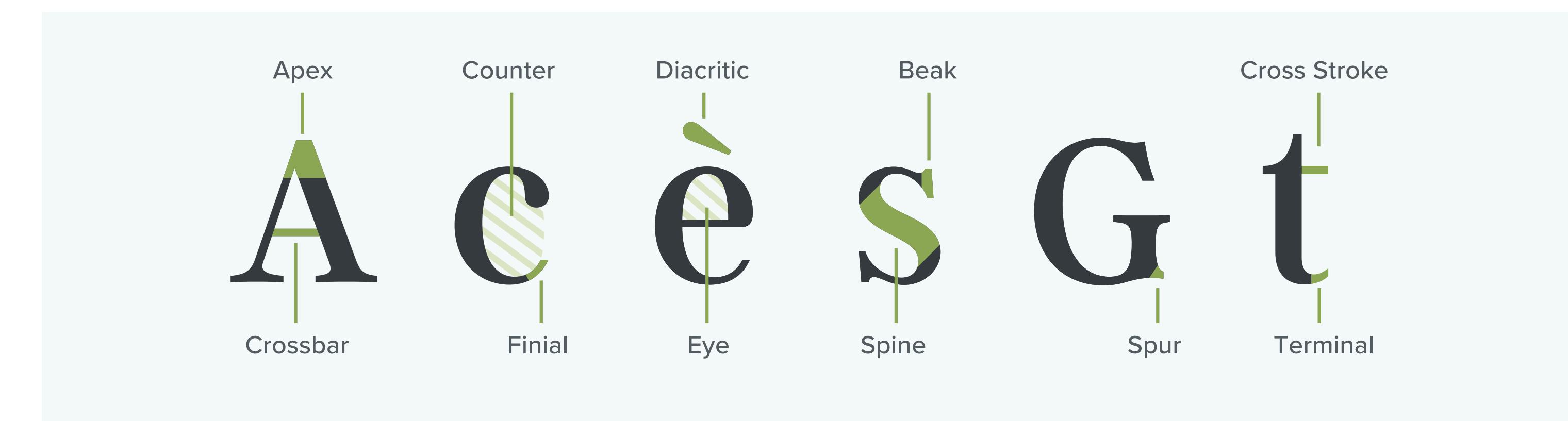
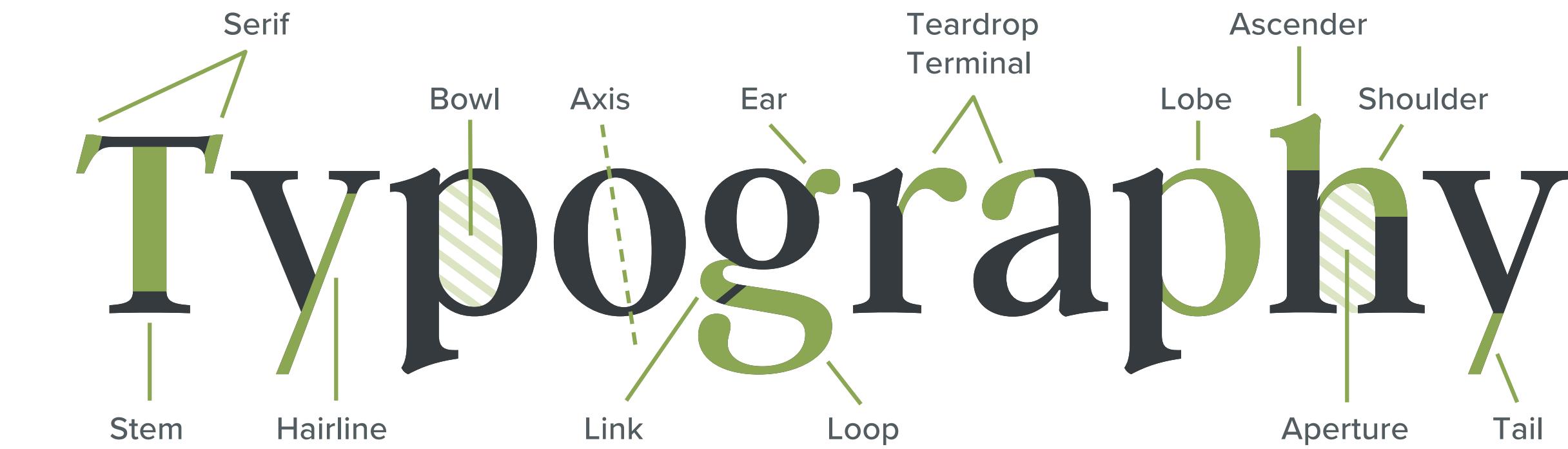
fi fl | fi fl  
first flower | first flower

```
var o = 1;  
→ → ⇒  
≠ && www  
I
```

# Typography

## Terminology

<https://crmrkt.com/MNdAPQ>



### ② Special Letters & Symbols

f1 123456 ga

Ligature Old Style Figures Double story glyphs

Q gg note<sup>6</sup>  
gg note<sub>2</sub>

Swashes Alternates Superscript/Subscript

### ③ Spacing

Kerning — Kerning

LEADING LEADING LEADING LEADING  
LEADING LEADING LEADING LEADING  
LEADING LEADING LEADING LEADING  
LEADING LEADING LEADING LEADING

Leading Tracking

# Terminology

<https://crmrkt.com/MNdAPQ>



## 5 Variants

### Bold Font Variation

**Bold**

### Oblique Font Variation

**Oblique**

### Italic Font Variation

**Italic**

### CAPS FONT VARIATION

**Caps**

### SMALL CAPS FONT VARIATION

**Small Caps**

### Condensed Font Variation

**Condensed**

### Extended Font Variation

**Extended**

## 6 Type Classification

Aa

Humanist Sans Serif

Aa

Transitional Sans Serif

Aa

Humanist or Old Style

Aa

Transitional

Aa

Modern

Aa

Egyptian or Slab Serif

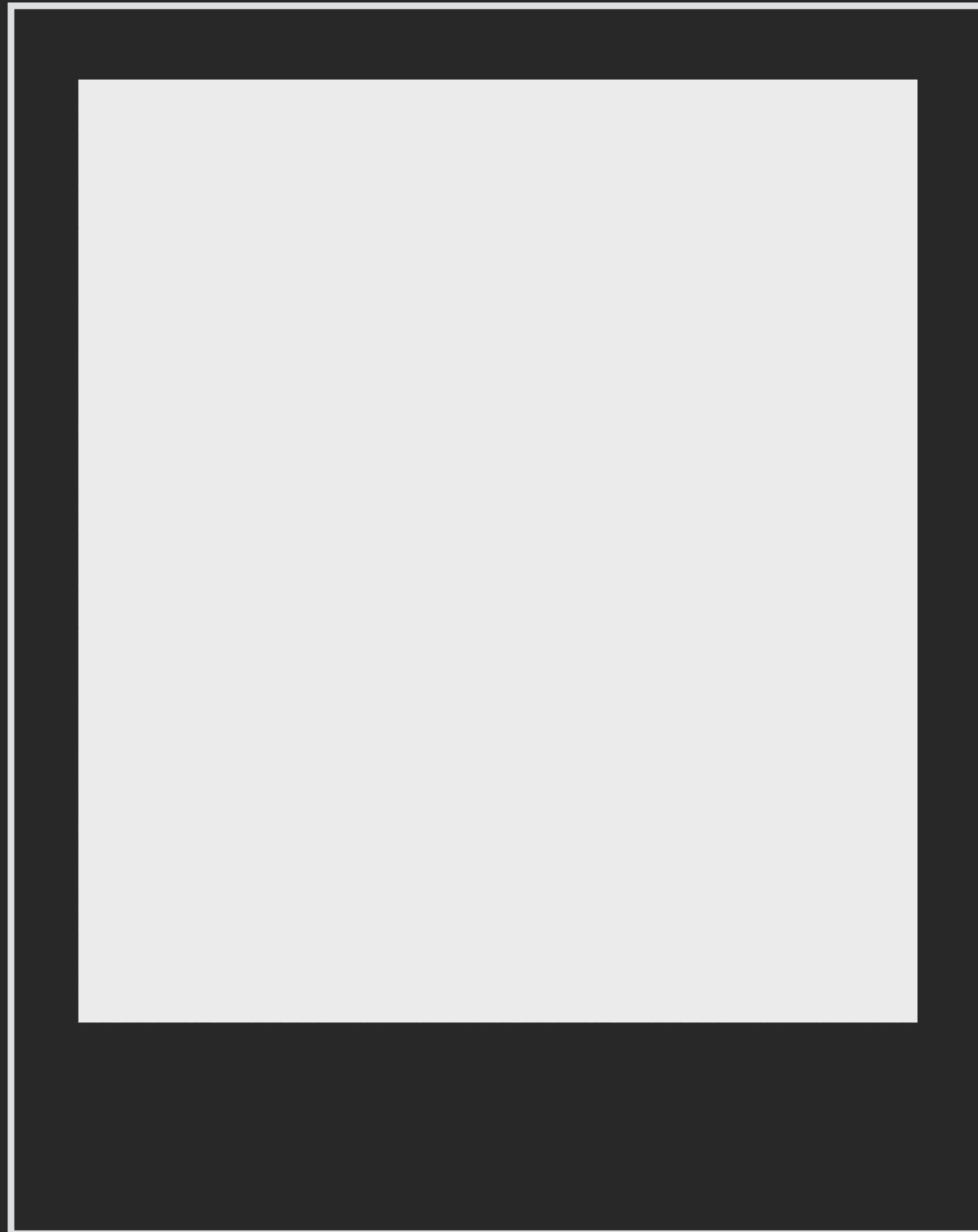
Aa

Geometric Sans Serif

*Typography*

---

**“Falling down”**



## TYPOGRAPHY

# Zach Leatherman

# THE FIVE WHYS OF WEB FONT LOADING PERFORMANCE

Non-canonical web standards fan fiction

—14 Nov 2018 —Zach Leatherman

—Watch in 46 min

Originally presented at [Performance.now\(\)](#), [The Web Performance Conference](#) on November 8th, 2018 in Amsterdam, Netherlands 🇳🇱.

This was a completely revamped version of my Web Font Loading talk with a brand new theme and new examples. I took the audience through a case study improving the web font loading of the default theme you get when you create a new blog on [wordpress.com](#). It originally loaded five different font files from Google Fonts.

The presentation iterated through a variety of different font loading tools and showed how they affected the performance of the site using real data and results from [webpagetest.org](#).



HOME ABOUT WEB FONTS  
ELEVENTY SPEAKING PROJECTS  
RESEARCH CITATIONS



### LATEST

[The Five Whys of Web Font Loading Performance](#)

### POPULAR 🔥

[The Font Loading Checklist](#) 70 days

[A Comprehensive Guide to Font Loading Strategies](#) 2.3 years

[BigText Makes Text Big](#) 7.9 years

[23 Minutes of Work for Better Font Loading](#) 360 days

[Web Fonts for President 2016](#) 2.6 years

# TYPOGRAPHY

## Peter Mueller

Munter / subfont

Watch 17 Unstar 522 Fork 11

Code Issues 12 Pull requests 2 Projects 0 Wiki Insights

Command line tool to optimize your webfont loading. Aggressive subsetting based on your font use, self-hosting of Google fonts and preloading

100 commits 4 branches 15 releases 3 contributors MIT

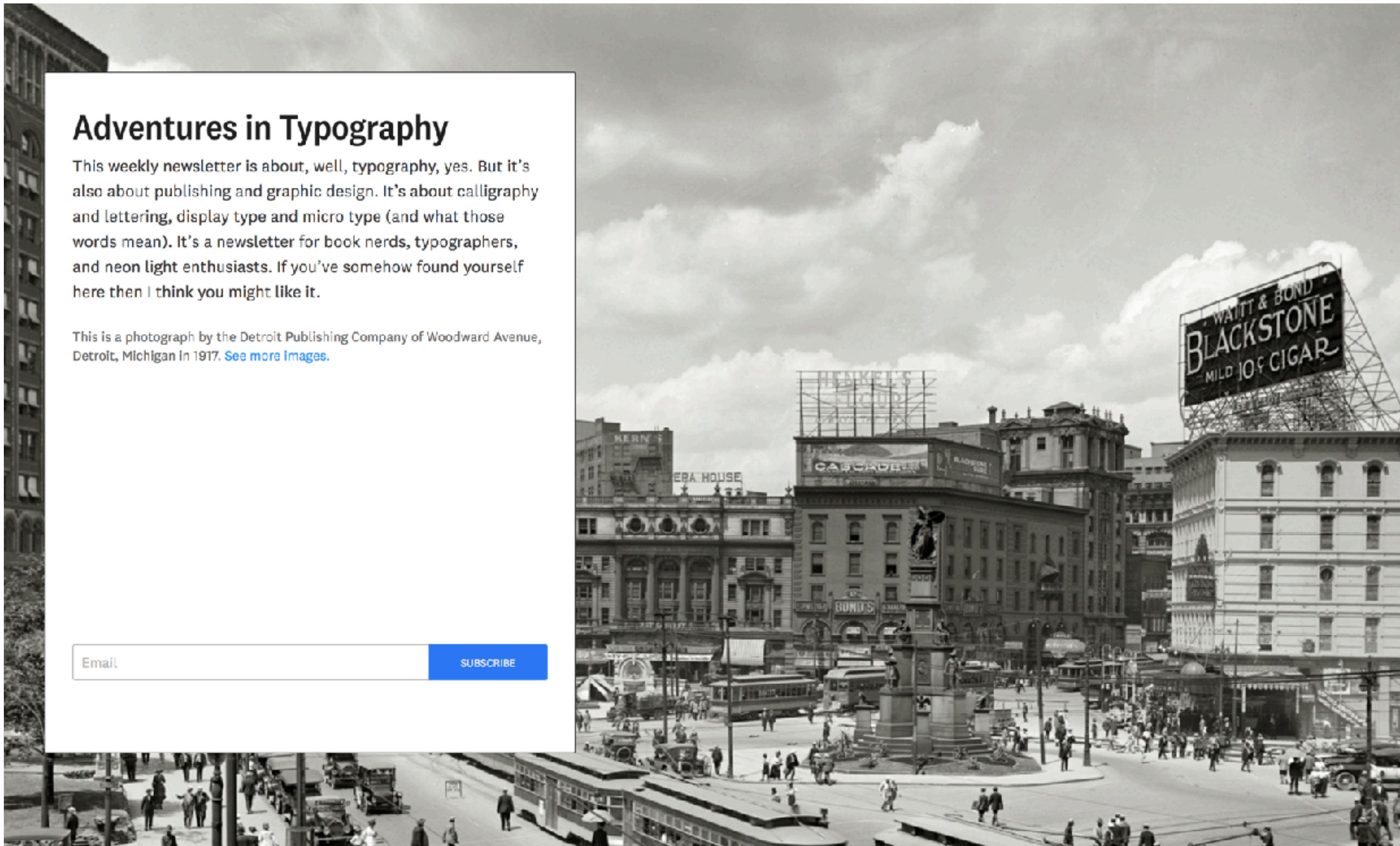
Branch: master New pull request Create new file Upload files Find file Clone or download

papandreou Merge pull request #44 from Munter/feature/async-main-wrap ... Latest commit 41a6715 on Oct 21

cases/unicode-range-fallbacks	Added test case to prove firefox and edge bad webfont fallback loading	7 months ago
images	Added before and after diagram image in README	a year ago
lib	Switch to @gustavnikolaj/async-main-wrap	a month ago
test	Switch to @gustavnikolaj/async-main-wrap	a month ago
testdata	Follow non-anchor relations to other origins	8 months ago
.editorconfig	Add eslint and prettier	8 months ago
.eslintignore	Add eslint and prettier	8 months ago
.eslintrc.js	Add eslint and prettier	8 months ago
.gitignore	Add test script, lint script, coverage, travis, coveralls	8 months ago
.npmrc	Add .npmrc to disable package-lock.json	4 months ago
.prettierrc	Use singlequotes	8 months ago
.travis.yml	Travis: Stick with node.js 8.11	2 months ago
LICENSE.md	Initial commit	a year ago

TYPOGRAPHY

Robin Rendle



## Adventures in Typography

This weekly newsletter is about, well, typography, yes. But it's also about publishing and graphic design. It's about calligraphy and lettering, display type and micro type (and what those words mean). It's a newsletter for book nerds, typographers, and neon light enthusiasts. If you've somehow found yourself here then I think you might like it.

This is a photograph by the Detroit Publishing Company of Woodward Avenue, Detroit, Michigan in 1917. [See more Images.](#)

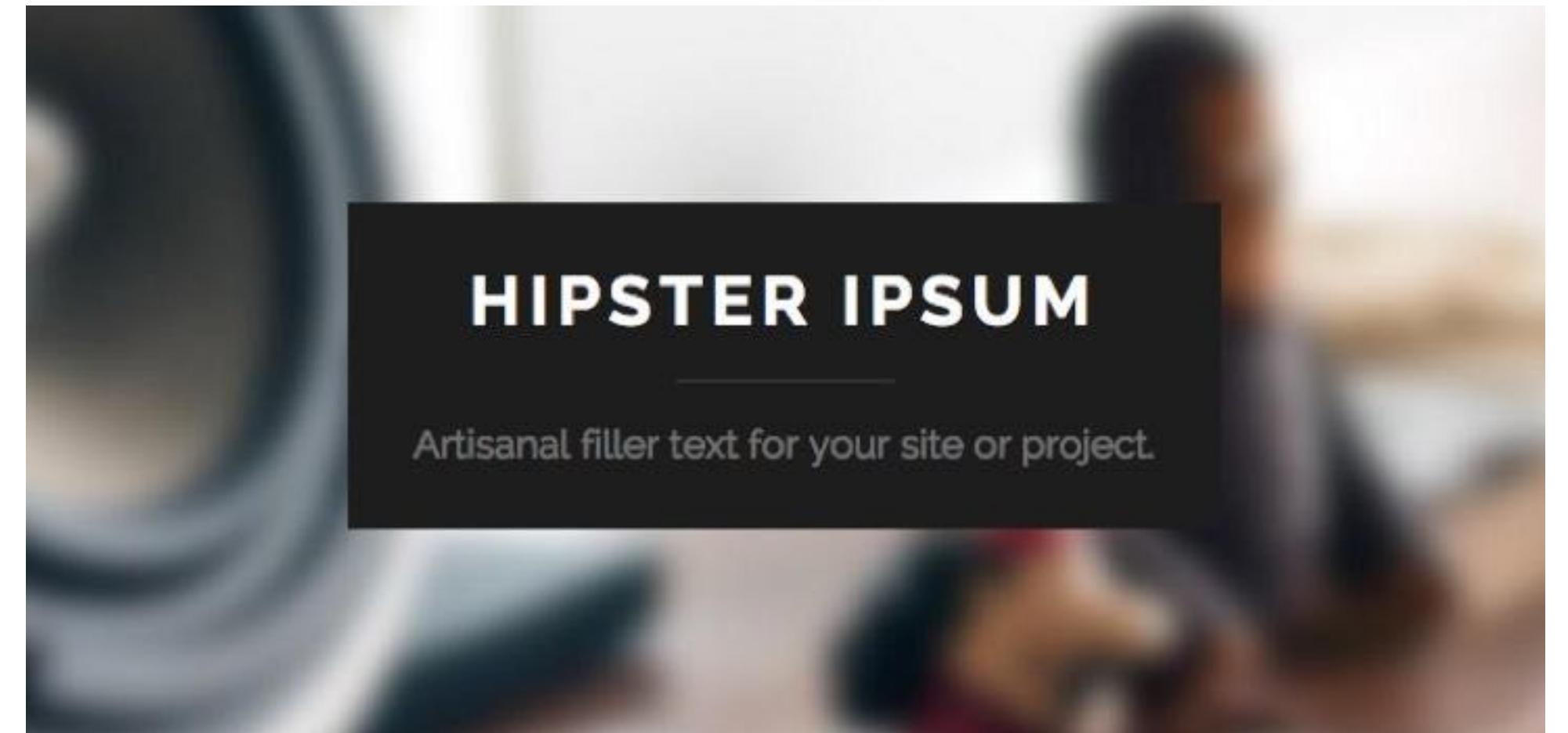
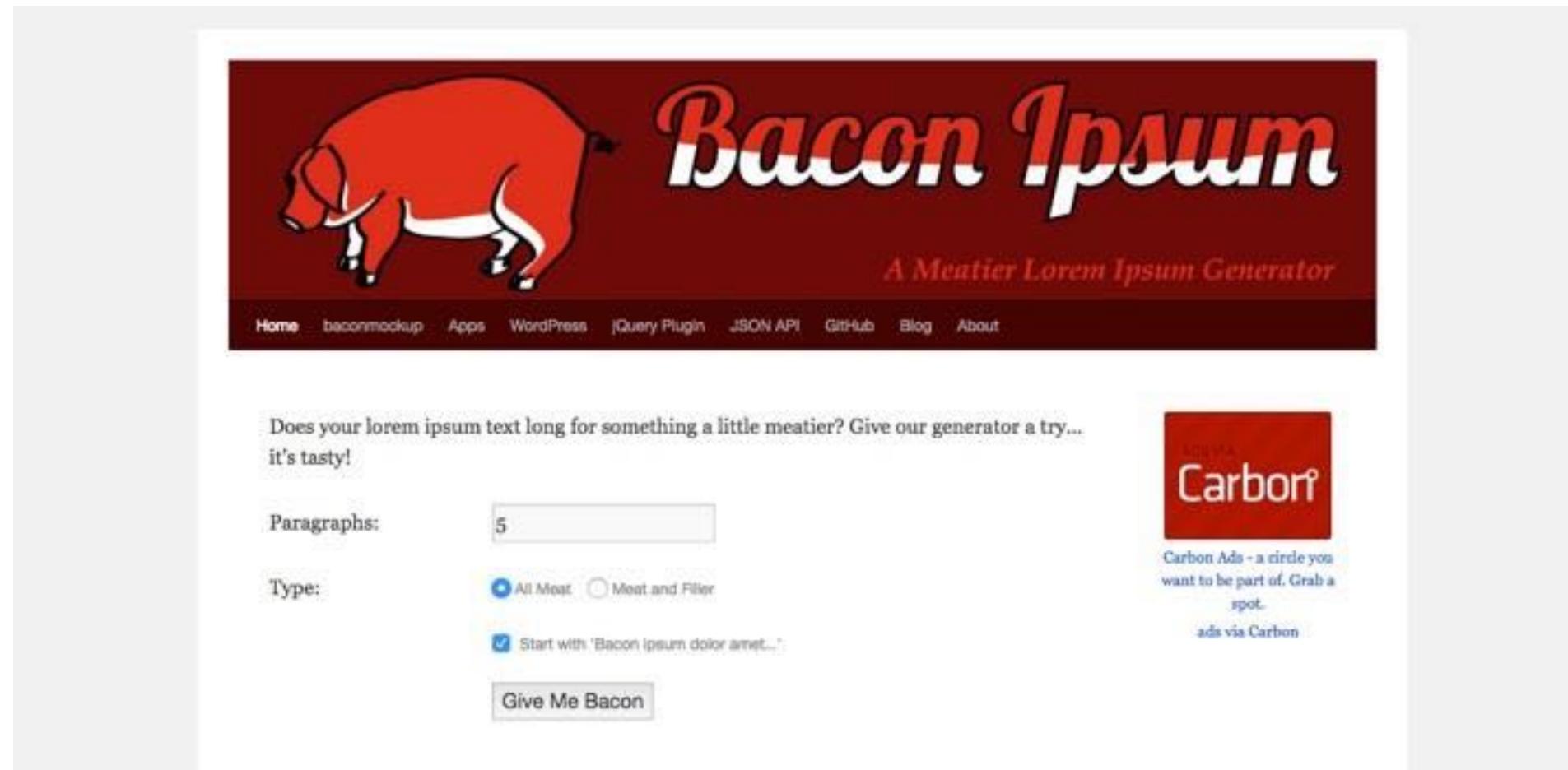
Email

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# TYPOGRAPHY

## Lorem Ipsum



TYPOGRAPHY  
Lorem Ipsum



**DEMO  
TIME!**

# Exercise

*Time to pair some fonts!*

Take one of the compositions you made earlier,  
and turn the rectangles into blocks of text with two fonts.