

Web Typography

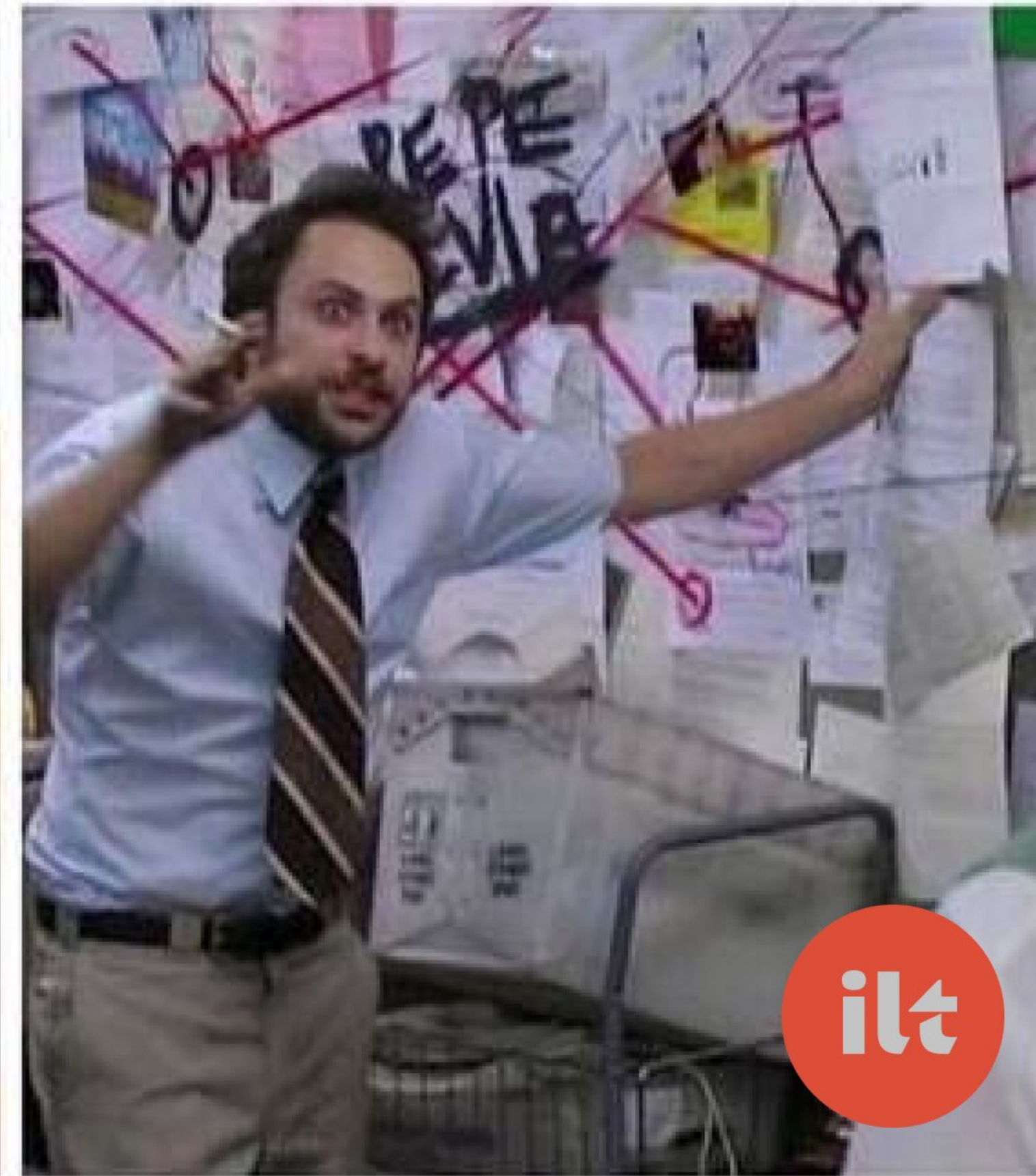
VC235



**What I think I look
like when talking
about fonts**

vs

**What I actually look
like when talking
about fonts**



VC237 Web Design 1

week::three

Introduction to Web Typography

Understanding Web Typography

Characteristics

- Type is displayed at between 96 and 120ppi, much lower than in print.
 - Higher on HiDPI screens like Apple's retina displays (iPhones, 5k iMacs, etc.) and others. These devices double (or more) the number of pixels per inch available to display type on screen.
- Pages are rendered on the fly, and presentation varies depending on a number of factors:
 - Device type (desktop, tablet, smartphone, TV, gaming console, etc.)
 - Operating system (Mac, Windows, Linux)
 - Web browser maker (Safari, Chrome, Firefox, Internet Explorer)
 - Web browser version (6.0, 7.0, 8.0, etc.)
 - User preferences (adjustments to the default typeface, size, colors, etc.)
 - Fonts installed on the end-user's system
- Consider your typography as mere suggestions rather than strict requirements.**
 - This is especially true for type sizing, line lengths, and vertical spacing.

Historically, type on the Web was very, very rough

- Initial goal of the web was to share physics documents with researchers around the world. Academics focused on the *structural logic* and *portability* of the information, not the visual presentation.
- Early HTML documents used container tags (<h1>, <h2>, <p>, etc.) to create a visual hierarchy, not to precisely control the appearance of a page.
- Older browsers emphasized the ability to customize font settings—it was considered a *feature* at the time.
- Initial code support was weak—designers only had access to the inefficient tag to control type, and even then, it was just font and size by a number between 1 and 6.

Has Web typography gotten better?

- YES! ... Much better, but still with some limitations...
- Type is now styled with **Cascading Style Sheets** using **Web Fonts**.

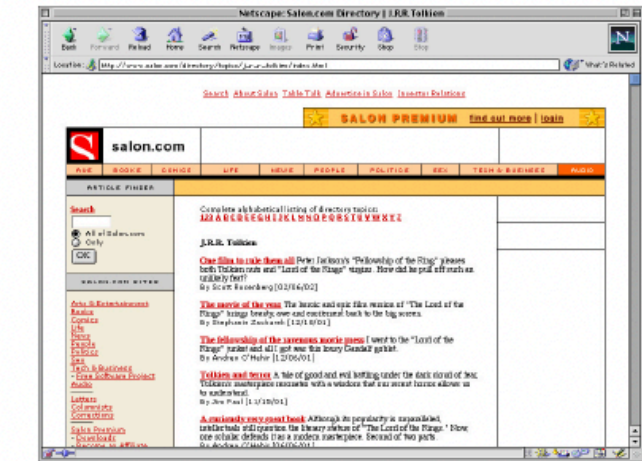
Basic Web Typographic Concepts

Document Flow — The default text layout engine

- By default, text flows as far right as it can before returning to begin a new line. Without any constraints, this is always the right-hand side of the browser window.
- As the browser window is re-sized, the text on a page reflows to fit the new window size.
- Generally speaking, page elements are not positioned outside of the document flow—all elements affect the position of each other.
 - However, it is possible to position elements outside the document flow—think objects on website that do not scroll and stay in a fixed place.
 - The layout method used in InDesign does not work in Web design.
- One reason for this is because as Web designers we do not have control over the size of the website visitor's browser window.
 - In print you control the paper size.
- Document flow has become important again as the industry begins to adapt their designs to mobile devices.

Type differences between operating systems and browsers

- Different Web browsers use different rendering engines.
- Different operating systems use different *type* rendering engines.
 - This is especially evident in the anti-aliasing of type.
- Even on the same operating system, different browsers will display type and other elements differently.
- HiDPI screens can display type much better than standard-resolution screens.
- All of these differences make it difficult to consistently display type (including line breaks and other typographical adjustments), across operating systems.



Netscape 4.79 on MacOS9 (don't ask how old)

Understanding Typeface Selection on the Web

Overview

- In theory, you can use any font you want on a web page.
- However, traditionally the fonts you use **needed to be** installed on the end-user's computer.
- Different operating systems have different fonts installed by default.
- To ensure pages look similar on a variety of devices, browsers use **font lists**.

Traditional Font Lists

- Font lists help ensure that text will look similar to what the designer intended, even if the end-user lacks precisely the desired font.
- We no longer need to adhere to using this list of typefaces, but it is instructive of how browsers utilize fallbacks in case a typeface is not available.

Font Family	CSS Font List
Verdana	Verdana, Arial, Helvetica, sans-serif
Georgia	Georgia, 'Times New Roman', Times, serif
Helvetica	Helvetica, Arial, sans-serif
Arial	Arial, Helvetica, sans-serif
Times New Roman	'Times New Roman', Times, serif
Tahoma	Tahoma, Geneva, sans-serif
Courier New	'Courier New', Courier, mono

How They Work

- The default font is *Times New Roman*, though users are able to alter this setting.
- If a user's computer does not have the first font in the list installed, then the browser will try the next one. It repeats this until it reaches the end of the list.
- If it finds none of the fonts in the list, the last item specifies the *font style* and applies the user's defaults for that style.
- In the *Verdana* example above, if a user does not have *Verdana* and *Arial* but does have *Helvetica*, then the browser will display the text using *Helvetica*.

Introducing Web Fonts

Overview

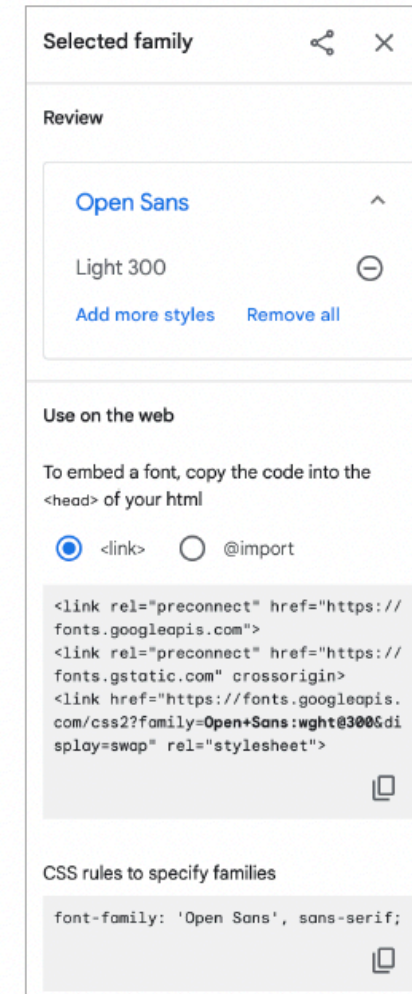
- Generally speaking, web fonts refers to the ability to use **embedded fonts** in a Web page, allowing pages to use almost any font.
- Most fonts can be embedded, though licensing restrictions keep some of them from being used on real projects.
- There are also some technical issues that must be worked out or decided upon before you can host your own.
- Opens up a brave new world of Web typography.

Online Web Font Services

- **Adobe Fonts:** <https://fonts.adobe.com>
- **Google Web Fonts:** <http://www.google.com/fonts>
- ...and many more.

Recommendations

- From a design-perspective, try to pick one **Sans Serif** and one **Serif** typeface for your Web site, and use only those two typefaces.
 - Select typefaces with many different weights available (Light, Book, Extra Bold, etc.)
 - Keep two key things in mind: *Distinction* and *harmony* when pairing typefaces.
- If you have a budget or already have a Creative Cloud account, **Adobe Fonts** (formally Typekit) is a good Web font service with very high-quality typefaces.
- **Google Web Fonts** is a good option if you are OK with the selection of free, open-source typefaces (and some professional ones as well). You also must be fine with Google tracking your visitors (OK, Adobe does this as well).



CSS Type Sizing Guidelines

Overview

- For most sites, set font sizes using **ems**.
 - The em is a true typographic unit of measurement.
- Em is a relative unit and allows you to specify type sizes not explicitly, but in relation to a base font size of its parent container(s).

The Guidelines

- First, set the size of all type in your page to 100% (done in `reset.css`).


```
body, h1, h2, h3, h4, h5, h6, p, ul, ol, li, th, td {
    font-size: 100%;
}
```
- Design your pages so that exact text sizes do not matter as much. Text boxes should allow text to flow freely around other objects.

em Font Sizing Example




- Alter the size of headers and paragraphs using ems.
 - Use values *above* 1.0 to increase type size.
 - Use values *below* 1.0 to decrease type size.
 - Think of these values as percentages—everything is relative to 100%.
- Sample values shown in the table to the right.

Tag	Value
h1	2.75em
h2	2.25em
h3	1.70em
p	1.10em

Common CSS Properties for Typography

Name	Property	Description	Example CSS Code
Typeface Family	font-family:	Uses font lists	font-family: Verdana, sans-serif;
Type Size	font-size:	Specify in ems	font-size: 1.3em;
Type Line Height	line-height:	aka Leading; use ems	line-height: 1.6em;
Type Weight	font-weight:	Specify font face weight; use numbers given by typeface provider	font-weight: 700;
Type Style	font-style:	Specify font face style	font-style: italic;
Type Color	color:	Specify the font color	color: #FFCC66;
Upper/Lowercase	text-transform:	Alter the letter case	text-transform: uppercase;
Character Tracking	letter-spacing:	Similar to tracking in InDesign	letter-spacing: -.1em;
Paragraph Alignment	text-align:	Controls paragraph rag	text-align: right;
Text Shadows	text-shadow:	Applies a drop shadow to type. Use with care.	text-shadow: 2px 2px 4px black;
Text Rendering	text-rendering:	The browser emphasizes legibility over rendering speed and geometric precision.	text-rendering: optimizeLegibility;
Indenting Text	text-indent:	Sets the first line indent of a paragraph	text-indent: 2em;
White Space Control	white-space:	Control how white space is handled	white-space: pre;
List Styles	list-style-type:	Control the appearance of bullets in a list	list-style-type: square;


Resources on Canvas





- Assignments
- Grades
- People
- Pages
- Files
- Syllabus
- Outcomes 
- Rubrics
- Quizzes 
- Modules
- Collaborations
- New Analytics
- LockDown Browser
- Discussions 
- VitalSource Course Materials
- Credentials
- Panorama
- Settings











 Week 01 Tuesday - 01.09.2024 















▼ Textbooks & Resources
















- 

Elements of User Experience Chapter 2






- 

Art Direction for the Web - Grids excerpt





- 

Refactoring UI v1.0.2 TYPE ONLY.pdf








- 

Refactoring UI - Font Recommendations




- 

Combining Typefaces by Tim Brown




- 

Don't Make Me Think Excerpt



▶ Chemeketa Student Support Services



Refactoring UI

by Adam Wathan & Steve Schoger

Web Fonts

<https://almanac.httparchive.org/en/2024/fonts>

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Hosting and services

File formats

File sizes

Outline formats

Resource hints

Font display

Families and foundries

Writing systems

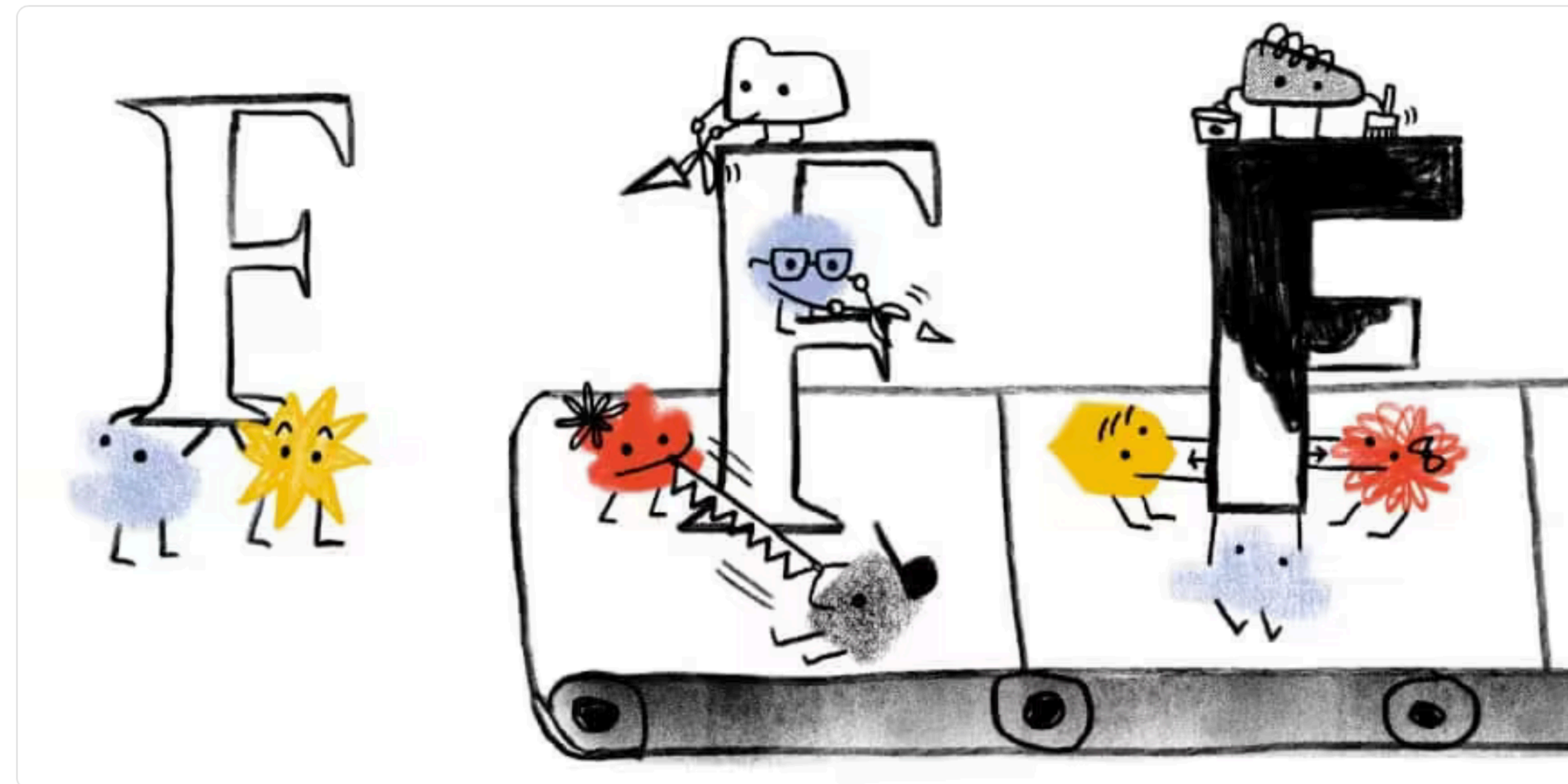
OpenType features

Variable fonts

Part I Chapter 4 Fonts

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Last updated: Jan 2, 2025



Written by [Bram Stein](#) and [Charles Berret](#)

Reviewed by [Dominik Röttsches](#), [Chris Lilley](#), [Ivan Ukhov](#), [José Solé](#), [Liam Quin](#), [Mandy Michael](#), and [Raph Levien](#)

Analyzed by [Ivan Ukhov](#)

Edited by [Charles Berret](#)

Introduction

Typography plays a major role in user experience on the web, from legibility and readability to accessibility, and emotional impact, and whereas developers used to be limited to a small number of free web fonts, we now have an abundance of options, offering both expressive

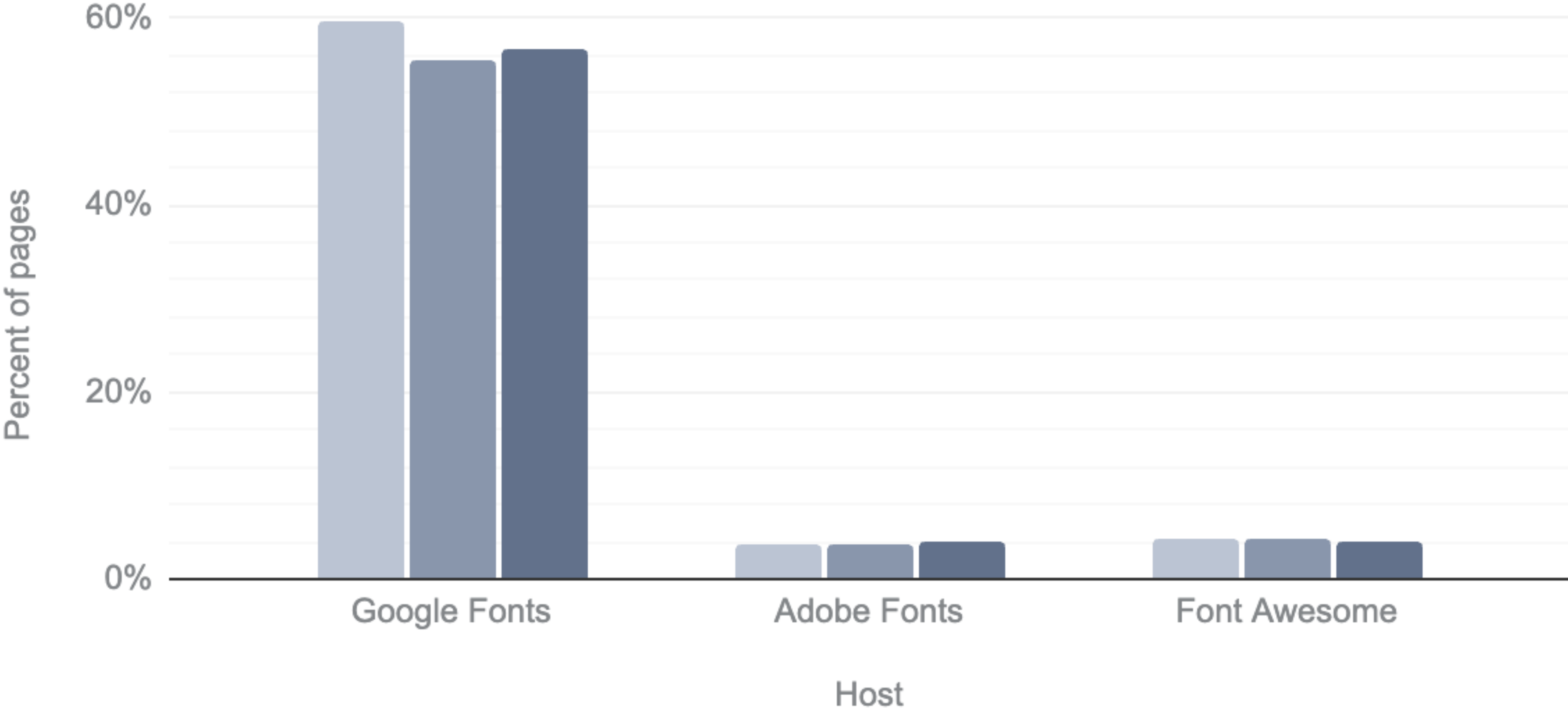
1 reaction

Share

Web font usage by service

Web Almanac 2024: Fonts (desktop)

2022-07-01 2023-07-01 2024-07-01



<i>Family</i>	<i>desktop</i>	<i>mobile</i>
Roboto	15.2%	2.7%
Font Awesome	10.4%	12.4%
Noto Sans JP	6.1%	5.7%
Open Sans	5.6%	6.8%
Poppins	4.7%	5.8%
Montserrat	3.3%	3.9%
Lato	3.2%	3.8%
Noto Sans KR	1.6%	0.8%

Montserrat	3.3%	3.9%
------------	------	------

Lato	3.2%	3.8%
------	------	------

Noto Sans KR	1.6%	0.8%
--------------	------	------

Source Sans Pro	1.4%	1.7%
-----------------	------	------

Noto Serif JP	1.2%	1.4%
---------------	------	------

Proxima Nova	1.2%	1.2%
--------------	------	------

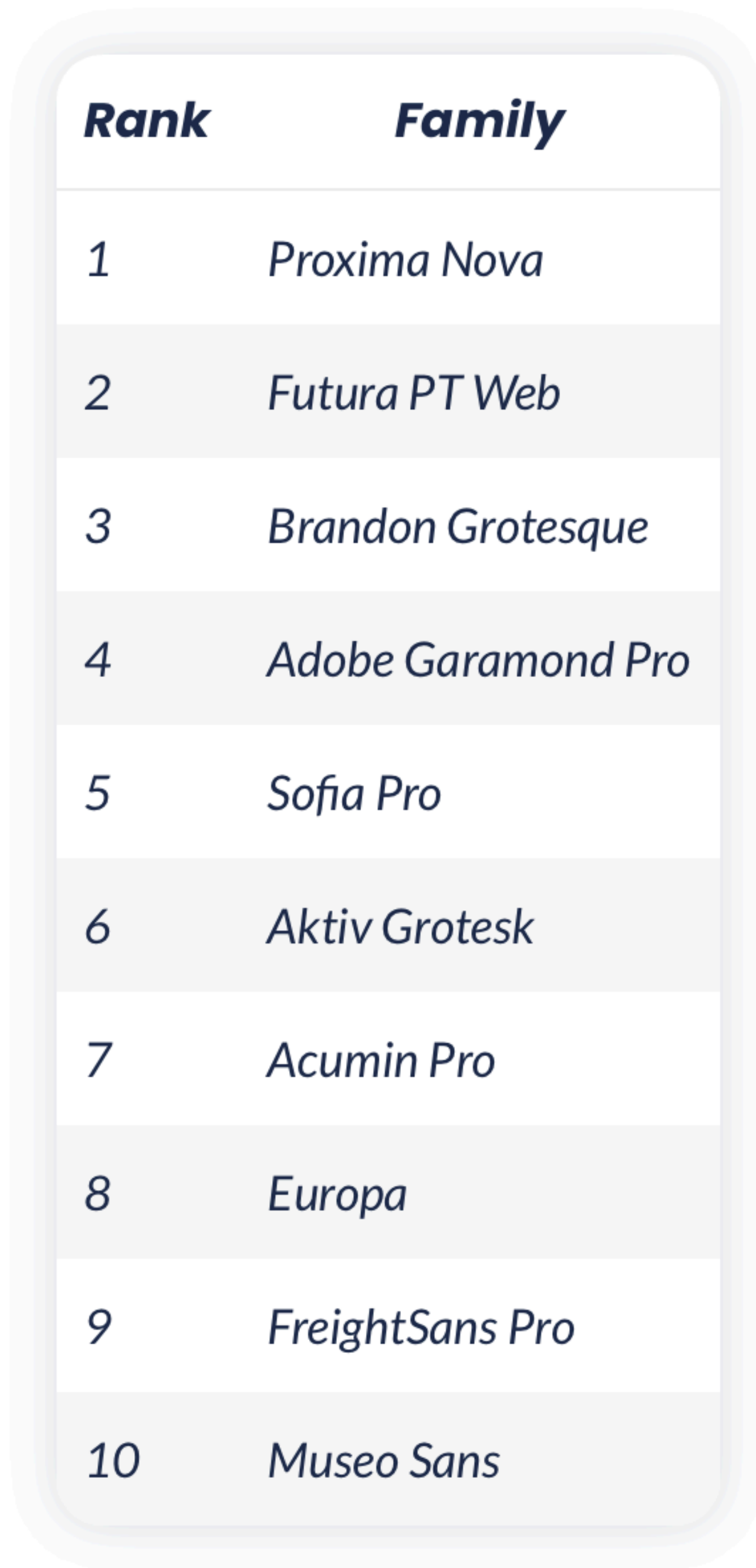
Raleway	1.2%	1.4%
---------	------	------

Inter	1.0%	1.1%
-------	------	------

icomoon	0.9%	1.1%
---------	------	------

Open Sans	0.7%	0.8%
-----------	------	------

Foundry	desktop	mobile
Google Fonts	34%	19%
Adobe Fonts	14%	15%
Font Awesome	14%	19%
Indian Type Foundry	7%	10%
Łukasz Dziedzic	5%	6%
Julieta Ulanovsky	5%	6%
Mark Simonson Studio	2%	2%
Ascender Corporation	2%	2%
Paratype	2%	2%
Linotype	1%	2%



Rank	Family
1	<i>Proxima Nova</i>
2	<i>Futura PT Web</i>
3	<i>Brandon Grotesque</i>
4	<i>Adobe Garamond Pro</i>
5	<i>Sofia Pro</i>
6	<i>Aktiv Grotesk</i>
7	<i>Acumin Pro</i>
8	<i>Europa</i>
9	<i>FreightSans Pro</i>
10	<i>Museo Sans</i>

Figure 4.22. Top 10 families from Adobe Fonts.



18%

Figure 5.16. Sites using icon web fonts.

Search 30,013 icons... Powered by Algolia

Try date, currency, collapse, codepen, facebook, or droid.

30,013	9	14,835	68	2,037
total icons in Font Awesome 6 Pro	styles of icons	new icons in Font Awesome 6	categories of icons	free and open-source icons



All New Sharp Thin Icons

Say Hello to Sharp Light!

Humanitarian Icons

Free icons

Search icons in Design...

Grid of design icons:

- wand-magic-sparkles (NEW)
- pen-nib
- pen
- circle-half-stroke
- droplet
- pen-to-square
- eye
- eye-slash
- paint-roller
- brush
- palette
- layer-group
- pen-fancy
- pencil
- copy
- icons
- marker
- cube
- crosshairs
- clone
- eraser
- ruler-vertical
- stamp
- wand-magic
- vector-square
- swatchbook
- stapler (NEW)
- spray-can
- splotch
- scissors
- ruler-horizontal
- ruler-combined
- pen-ruler
- pen-clip
- paste
- paintbrush
- object-ungroup
- object-group
- lines-leaning (NEW)
- highlighter
- font-awesome
- floppy-disk
- fill-drip
- fill
- eye-dropper
- droplet-slash
- draw-polygon
- cubes
- (NEW)





Building Type:	Detached House
Year Of Construction:	2012
Listing Price:	\$750,000
Address:	742 Evergreen Terrace
Bedrooms:	3
Bathrooms:	2
Real Estate Agent:	Tiffany Heffner
Contact:	(555) 555-4321




DETACHED HOUSE • 5Y OLD

\$750,000

742 Evergreen Terrace

 **3 Bedrooms**  **2 Bathrooms**

REALTOR

 **Tiffany Heffner**
(555) 555-4321

Present data in a more useful way

Emphasize the most important content

Combine labels and values into human-readable phrases



Building Type:	Detached House
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DETACHED HOUSE • 5Y OLD

\$750,000

742 Evergreen Terrace



3 Bedrooms



2 Bathrooms

REALTOR



Tiffany Heffner

(555) 555-4321

Present data in a more useful way

Emphasize the most important content

Combine labels and values into human-readable phrases

CATEGORY

Text Color: rgb(232, 28, 35)
Font Size: 1em
Weight: 600
All uppercase letters
Letter Tracking: .105em
Line Spacing: 1.1em
Padding top: 1em
Padding bottom: .625em

ARTICLE TITLE

Font Size: 1.75em
Weight: 600
Bottom Margin: .5em

ARTICLE BYLINE

Weight: 400;
Letter Tracking: 0.0875em
Font Size: .9em
All uppercase letters
Text Color: rgb(72, 72, 72)
Margin Bottom: 1em

LEAD-IN PARAGRAPH

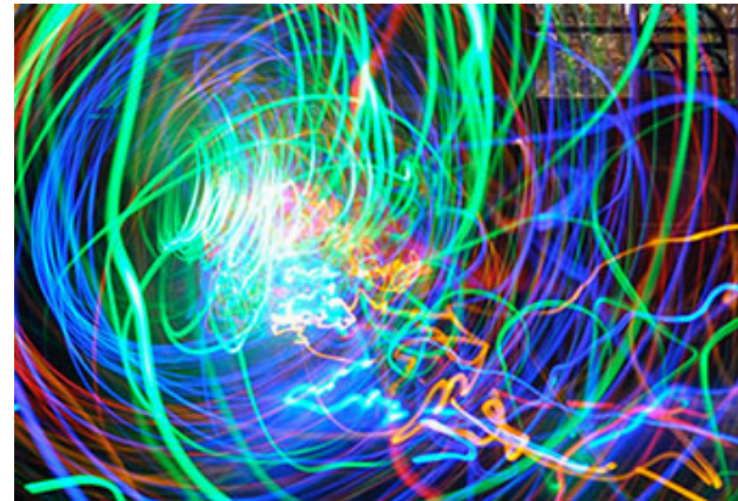
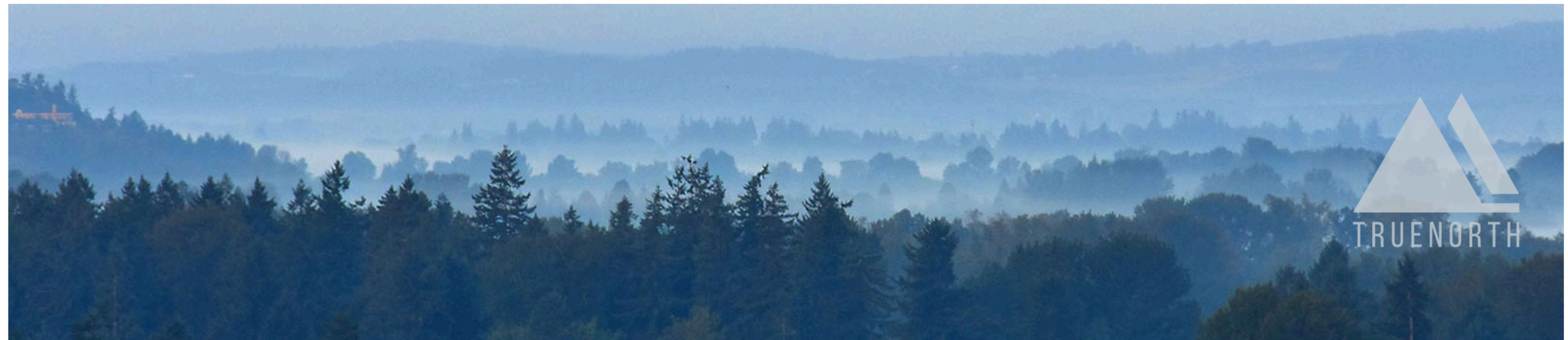
Weight: 400
Font Size: 1.25em
Line Spacing: 1.625em

READ MORE LINKS

Text Color: black
Weight: 600
Font Size: .75em
Change display to inline-block
Padding Top: 2em

HOVER CHANGE

Text Color: rgb(232, 28, 35)



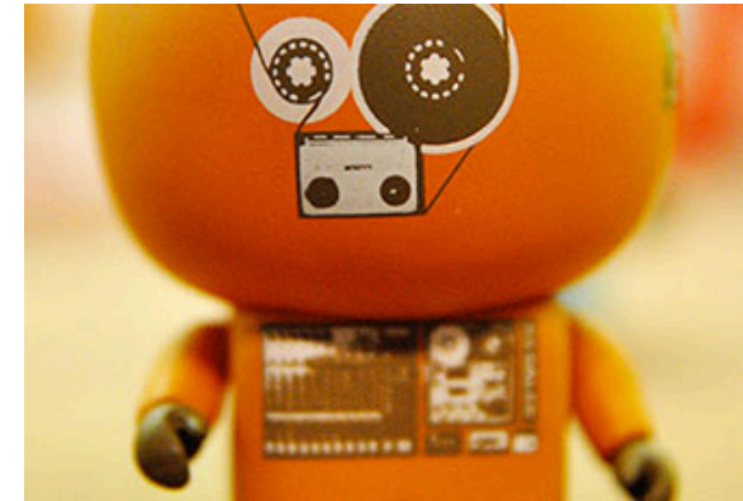
LIGHT PAINTING

Capturing Light with Long Exposure

BY ROBIN JEFFERIES

Long-exposure, time-exposure, or slow-shutter photography involves using a long-duration shutter speed to sharply capture the stationary elements of images while blurring, smearing, or obscuring the moving elements.

[Read More](#)



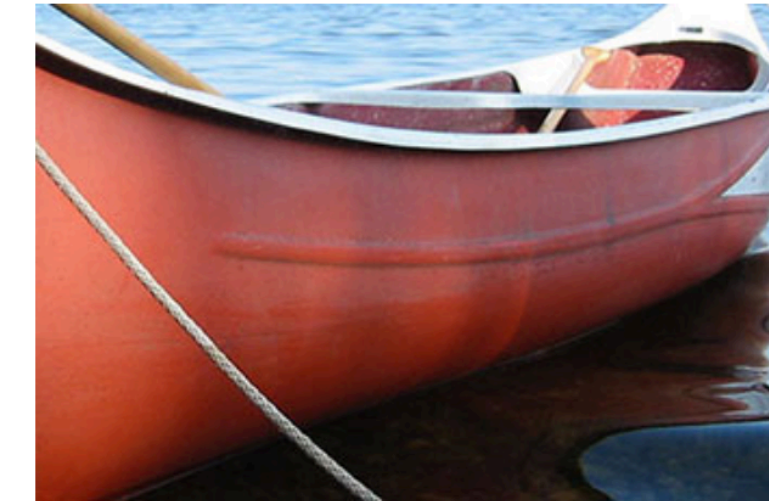
ALIEN INVASION

Understanding Our Alien Overlords

BY BRUNO MARS

The alien invasion or space invasion is a common feature in science fiction stories and film, in which extraterrestrials invade the Earth either to exterminate and supplant human life, enslave it under an intense state, harvest people for food, steal the planet's resources, or destroy the planet altogether.

[Read More](#)



OUTDOOR ADVENTURES

Canoeing the Great Winooski River

BY BERNIE SANDERS

A canoe or kayaking adventure might sound like an adventure too big, but with all the waterways around us, it's easier than you think.

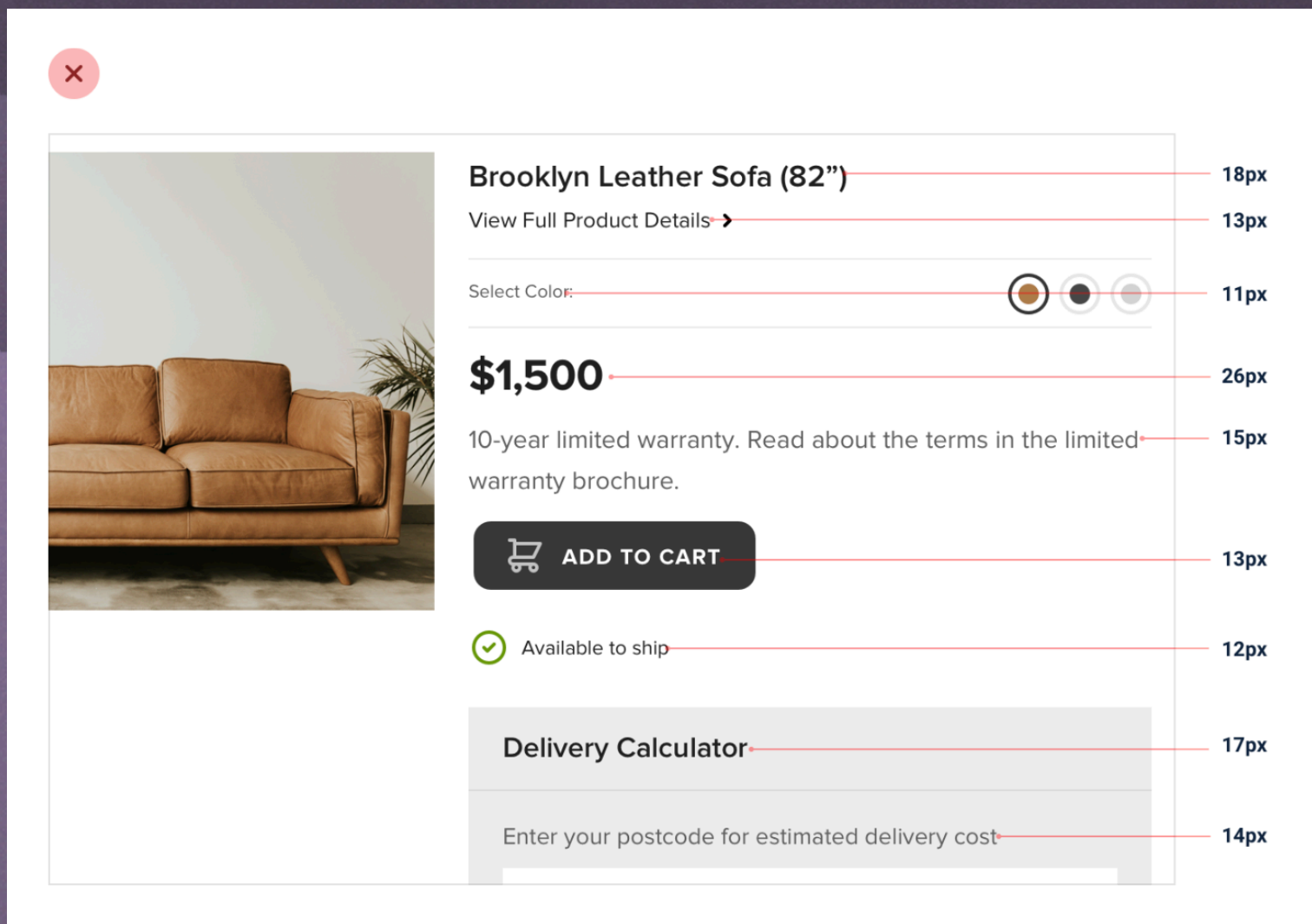
[Read More](#)

Font Lists

Font Family	CSS Font List
Verdana	Verdana, Arial, Helvetica, sans-serif
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Arial	Arial, Helvetica, sans-serif
Times New Roman	"Times New Roman", Times, serif
Tahoma	Tahoma, Geneva, sans-serif

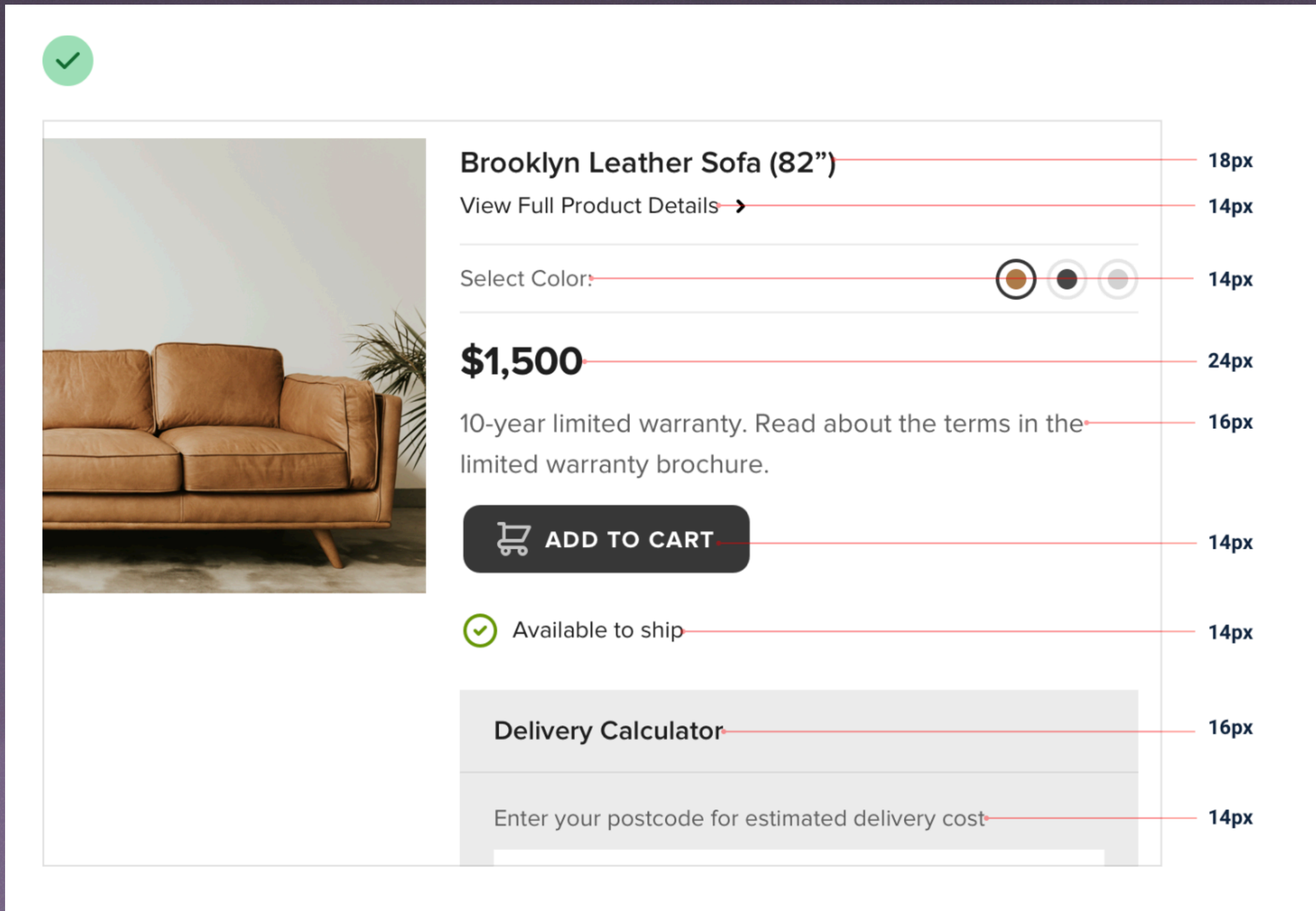
Establish a Type Scale

✕



Brooklyn Leather Sofa (82") 18px
View Full Product Details → 13px
Select Color: 11px
\$1,500 26px
10-year limited warranty. Read about the terms in the limited warranty brochure. 15px
ADD TO CART 13px
✔ Available to ship 12px
Delivery Calculator 17px
Enter your postcode for estimated delivery cost 14px

✔



Brooklyn Leather Sofa (82") 18px
View Full Product Details → 14px
Select Color: 14px
\$1,500 24px
10-year limited warranty. Read about the terms in the limited warranty brochure. 16px
ADD TO CART 14px
✔ Available to ship 14px
Delivery Calculator 16px
Enter your postcode for estimated delivery cost 14px

Typescale interface showing a typography board for the text "How vexingly quick daft zebras jump". The interface includes a left sidebar with navigation options (New Board, My Boards, Bookmarks, Likes, Explore), a central settings panel for body and heading styles, and a main preview area displaying the text in various font sizes and weights. The browser address bar shows typescale.com.

Typescale Title Save CSS Go Pro Login

+ New Board My Boards Bookmarks Likes Explore

Body size: 16 px
Scale: 1.200 – Minor Th

RESPONSIVE
Min-width: 767 px
Body size: px
Scale: inherit

BODY
Font: Inter
Weight: 500
Line-height: 1.6
Letter-spacing: em
Color: #222222
Background: #FFFFFF

HEADINGS
Font: inherit
Weight: 700
Line-height: 1.15
Letter-spacing: -0.022 em
Color:

Support
Terms
Privacy
© Typescale

How vexingly quick daft z...

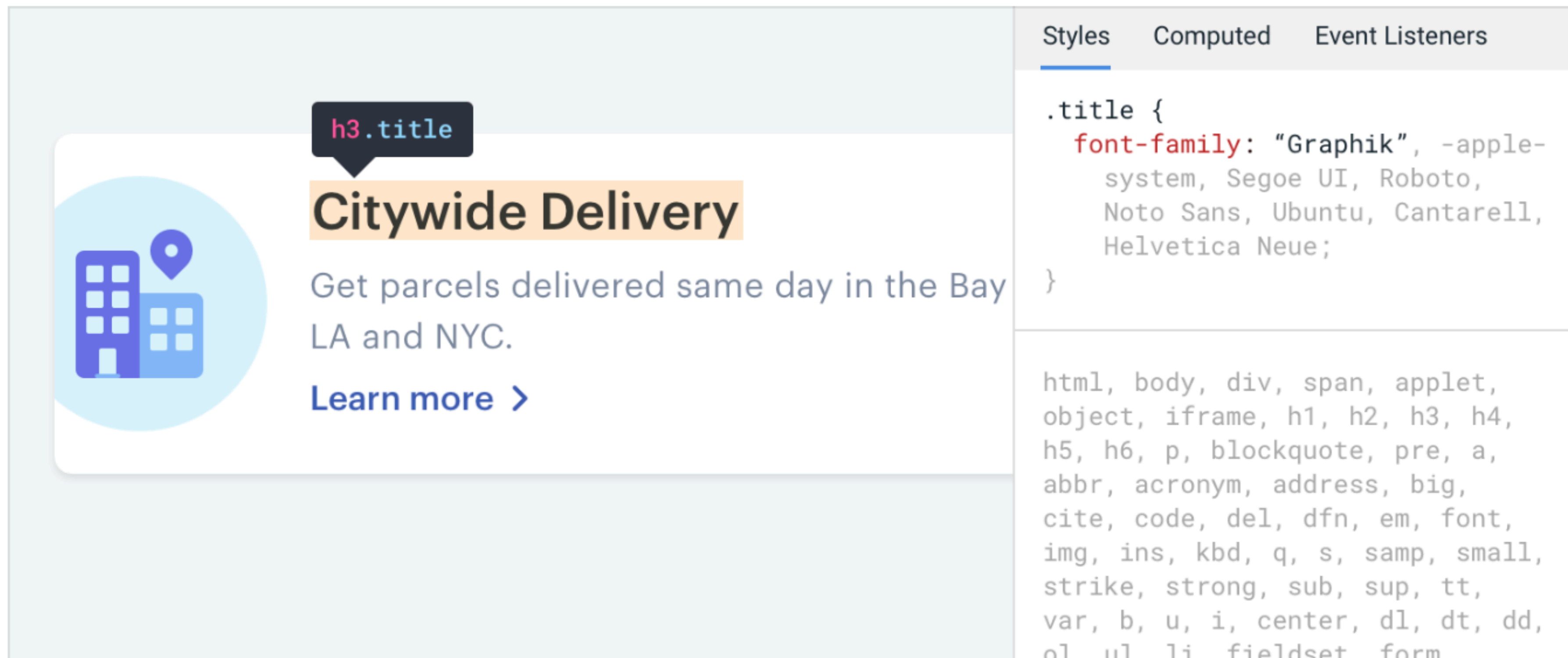
REM PX PT

h1 2.986rem **How vexingly quick daft zebras jump**
h2 2.488rem **How vexingly quick daft zebras jump**
h3 2.074rem **How vexingly quick daft zebras jump**
h4 1.728rem **How vexingly quick daft zebras jump**
h5 1.44rem **How vexingly quick daft zebras jump**
h6 1.2rem **How vexingly quick daft zebras jump**
p 1rem **How vexingly quick daft zebras jump**
small 0.833rem **How vexingly quick daft zebras jump**
0.694rem **How vexingly quick daft zebras jump**


Steal from people that care

Steal from people who care

Inspect some of your favorite sites and see what typefaces they are using.



h3.title



Citywide Delivery

Get parcels delivered same day in the Bay
LA and NYC.

[Learn more >](#)

Styles	Computed	Event Listeners
<pre>.title { font-family: "Graphik", -apple- system, Segoe UI, Roboto, Noto Sans, Ubuntu, Cantarell, Helvetica Neue; }</pre>		
<pre>html, body, div, span, applet, object, iframe, h1, h2, h3, h4, h5, h6, p, blockquote, pre, a, abbr, acronym, address, big, cite, code, del, dfn, em, font, img, ins, kbd, q, s, samp, small, strike, strong, sub, sup, tt, var, b, u, i, center, dl, dt, dd, ol, ul, li, fieldset, form.</pre>		