

# Ten Things to Know About Web Typography

VC235



Remember 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 <font> 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**.

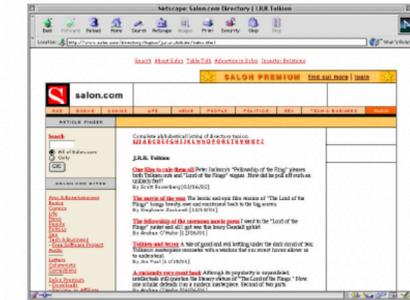
### Basic Web Typographic Concepts

#### 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

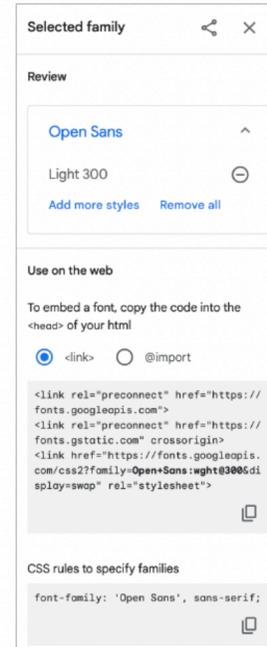
- Generally speaking, web fonts refers to the ability to use **embedded fonts** in a Web page, allowing pages to use almost any font.
- Most fonts can be embedded, though licensing restrictions keep some of them from being used on real projects.
- There are also some technical issues that must be worked 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, san-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 <ul><li> list	list-style-type: square;

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Type Weight	<code>font-weight:</code>	Specify font face weight; use numbers given by typeface provider	<code>font-weight: 700;</code>
Type Style	<code>font-style:</code>	Specify font face style	<code>font-style: italic;</code>
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Upper/Lowercase	<code>text-transform:</code>	Alter the letter case	<code>text-transform: uppercase;</code>
Character Tracking	<code>letter-spacing:</code>	Similar to tracking in InDesign	<code>letter-spacing: -.1em;</code>

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# Resources on Canvas

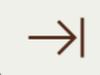
- Assignments
- Grades
- People
- Pages
- Files
- Syllabus
- Outcomes 
- Rubrics
- Quizzes 
- Modules
- Collaborations
- New Analytics
- LockDown Browser
- Discussions 
- VitalSource Course Materials
- Credentials
- Panorama
- Settings

⋮  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



betterwebtype.com



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# DESIGN & CODE BETTER WEB TYPOGRAPHY



A free web typography course for designers and web developers by Matej Latin.

★★★★★ 4.7 / 5 ([1,061 reviews](#))

Featured in



CSS-TRICKS



FAST@MPANY

First name:

e.g. Gordon

Email address:

e.g. gordon@gmail.com

I'm a... (optional)

Designer

Web developer

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01

Use Good Fonts

<https://almanac.httparchive.org/en/2025/fonts>

## Index

Introduction

Webfont usage

Hosting and services

Web font services

Font hosting combinations

Font file hosting

Performance

File formats and optimization

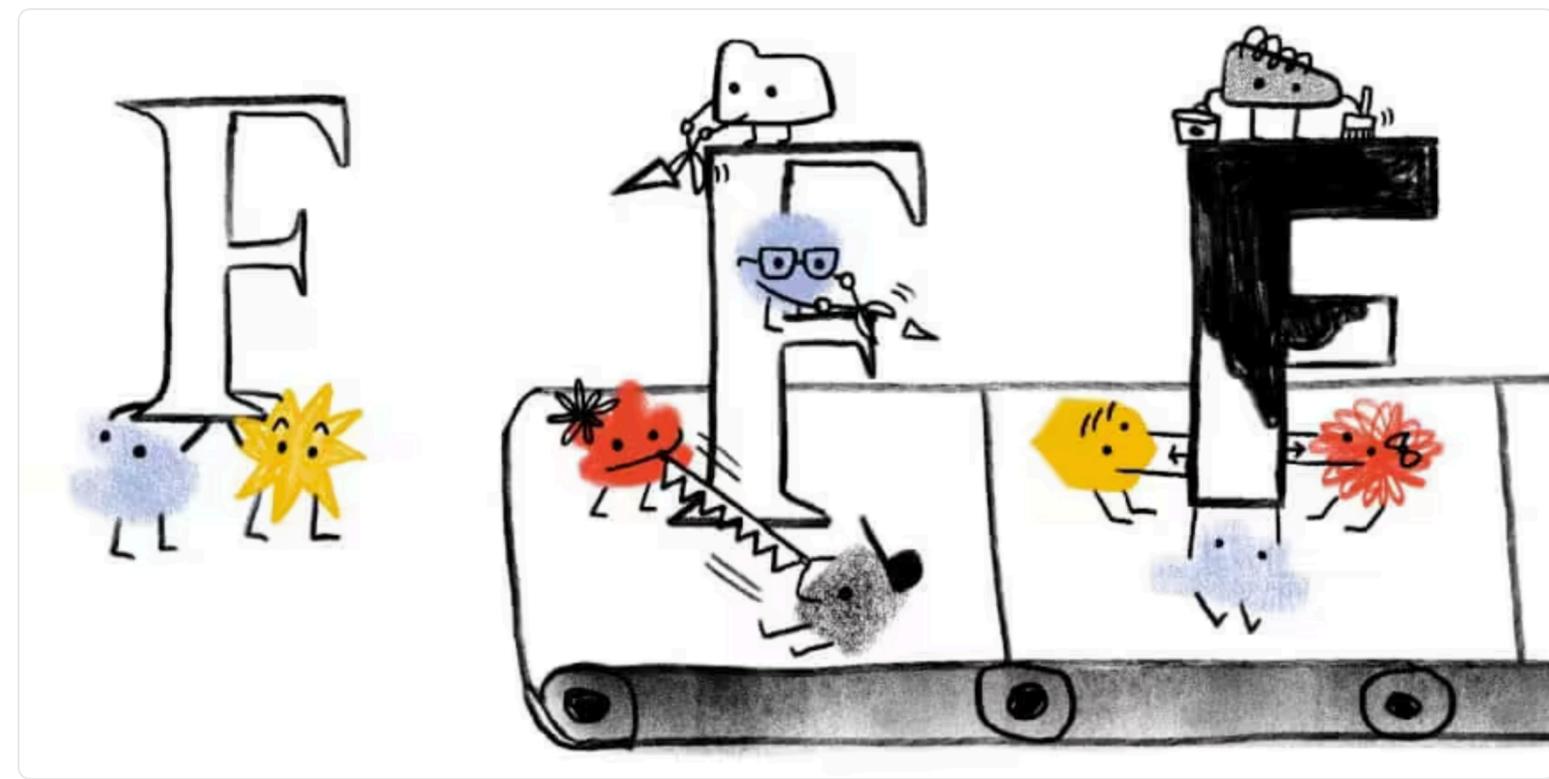
File sizes and performance

CSS techniques and font loading

# Part I Chapter 1 Fonts

Date published: Jan 15, 2026

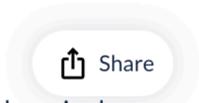
Last updated: Feb 10, 2026



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Analyzed by [Charles Berret](#) and [Ivan Ukhov](#)  
Edited by [Chris Lilley](#).

## Introduction

When the HTTP Archive first began gathering data on web typography in 2011, the use of custom web fonts was in the low single

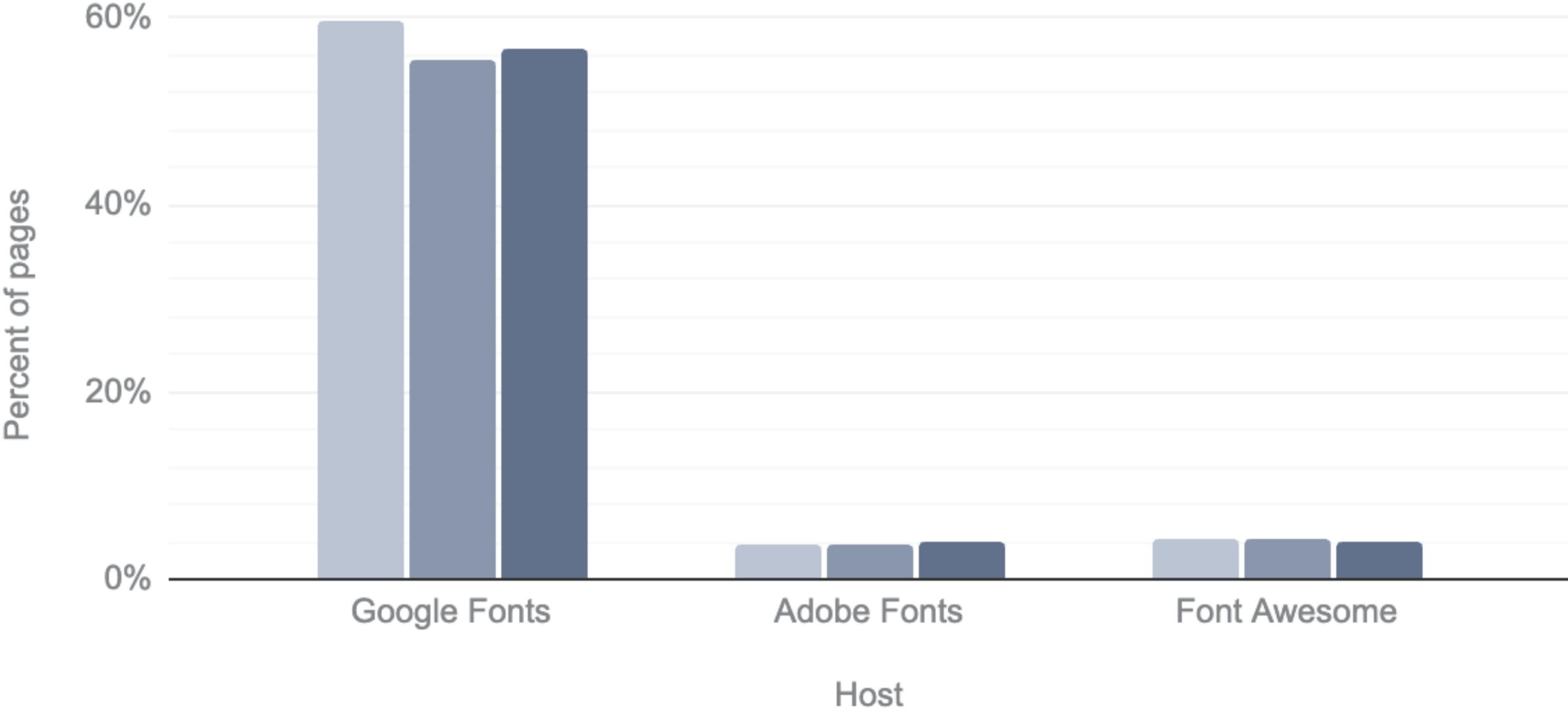


Share

# Web font usage by service

Web Almanac 2024: Fonts (desktop)

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



fontawesome.com/search?ip=classic&s=solid&c=automotive&ic=free-collec

Start  Icons Docs Plans Support Podcast

Search 64,647 icons... Powered by Algolia

Icon Grid **Icon Packs** Categories

All Pro Pro+ **Free** 7.2.0

**29 Icons** AUTOMOTIVE x ICON PACK: CLASSIC x SOLID x RESET

**ICON PACKS**

- Classic 29

**STYLE**

- Solid 29
- Regular 1

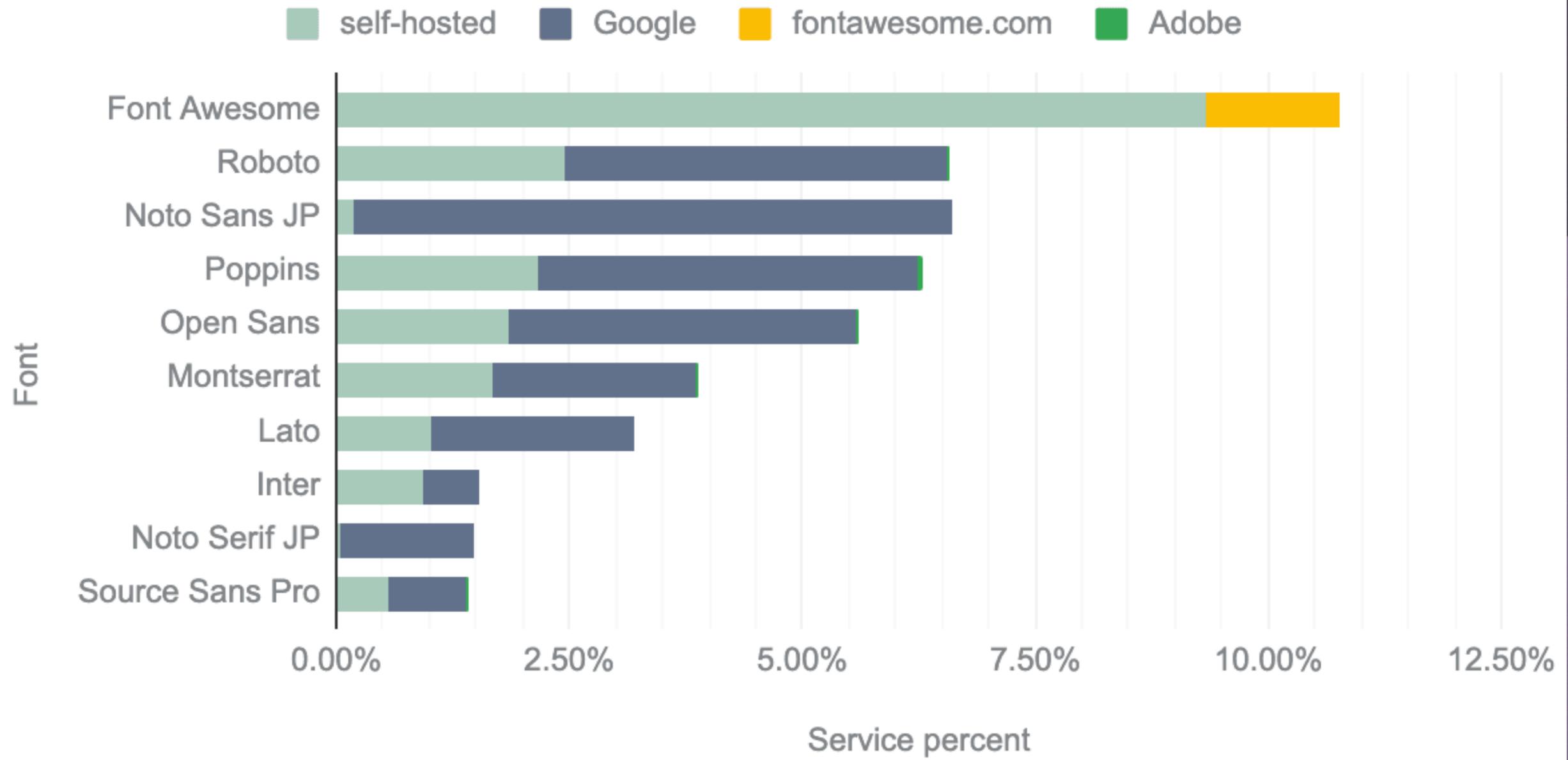
**ICON TYPE**

- Filled 29
- Round 29

	NEW				
bus	bus-side	bus-simple	car	car-battery	car-burst
car-on	car-rear	car-side	car-tunnel	caravan	charging-station
gas-pump	gauge	gauge-high	gauge-simple	gauge-simple-high	motorcycle
oil-can	oil-can	car	caravan	truck	truck

# Families by service

Web Almanac 2025: Fonts (desktop)



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

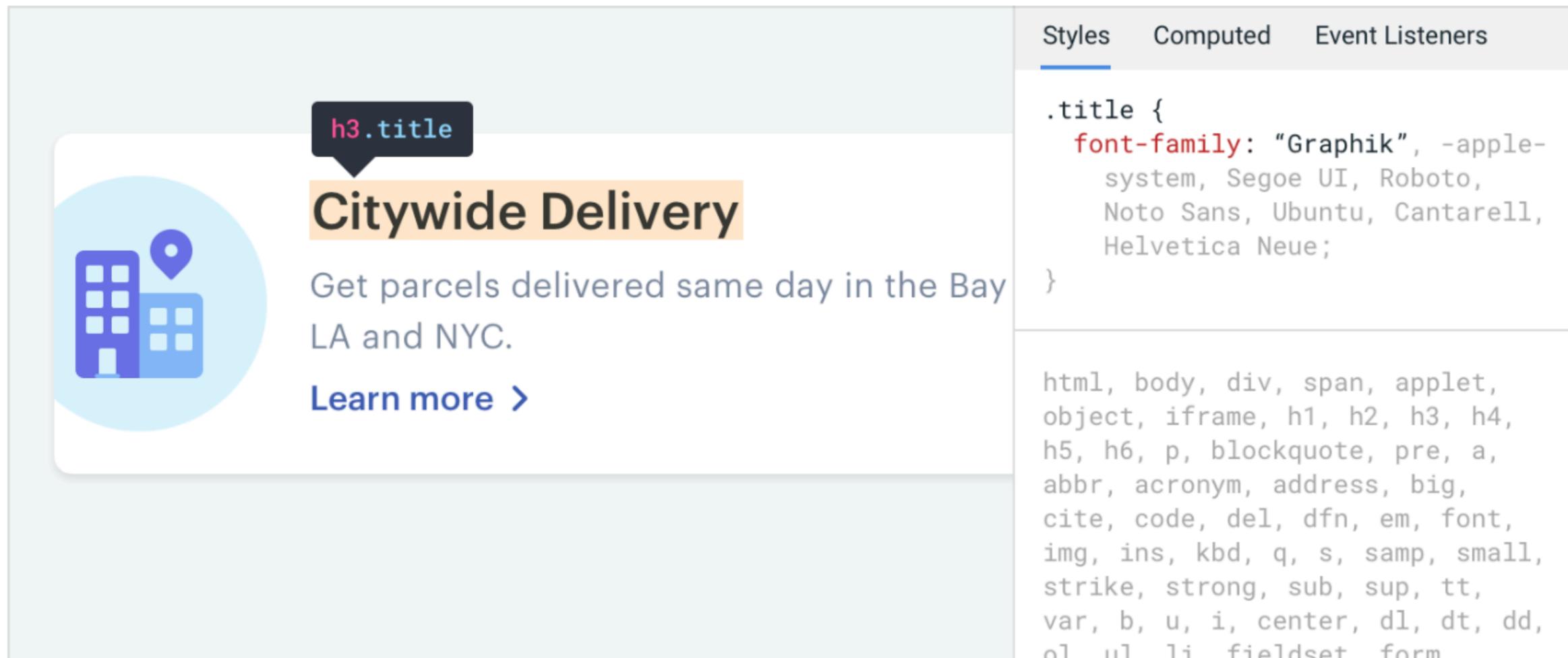
Open Sans	0.7%	0.8%
-----------	------	------

<b>Rank</b>	<b>Family</b>
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.

## Steal from people who care

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



The image shows a browser's developer tools interface. On the left, a webpage snippet is visible with a light blue background. It features a circular icon with a blue building and a location pin. To the right of the icon, the heading "Citywide Delivery" is highlighted in orange. Below the heading, the text "Get parcels delivered same day in the Bay LA and NYC." is displayed, followed by a blue link "Learn more >". A dark tooltip above the heading shows the CSS selector "h3.title". On the right side of the developer tools, the "Styles" panel is active, showing the CSS rule for ".title". The rule specifies a font-family stack: "Graphik", -apple-system, Segoe UI, Roboto, Noto Sans, Ubuntu, Cantarell, Helvetica Neue. Below this, a list of default browser styles is visible.

h3.title

### Citywide Delivery

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

[Learn more >](#)

Styles Computed Event Listeners

```
.title {  
  font-family: "Graphik", -apple-  
    system, Segoe UI, Roboto,  
    Noto Sans, Ubuntu, Cantarell,  
    Helvetica Neue;  
}
```

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.

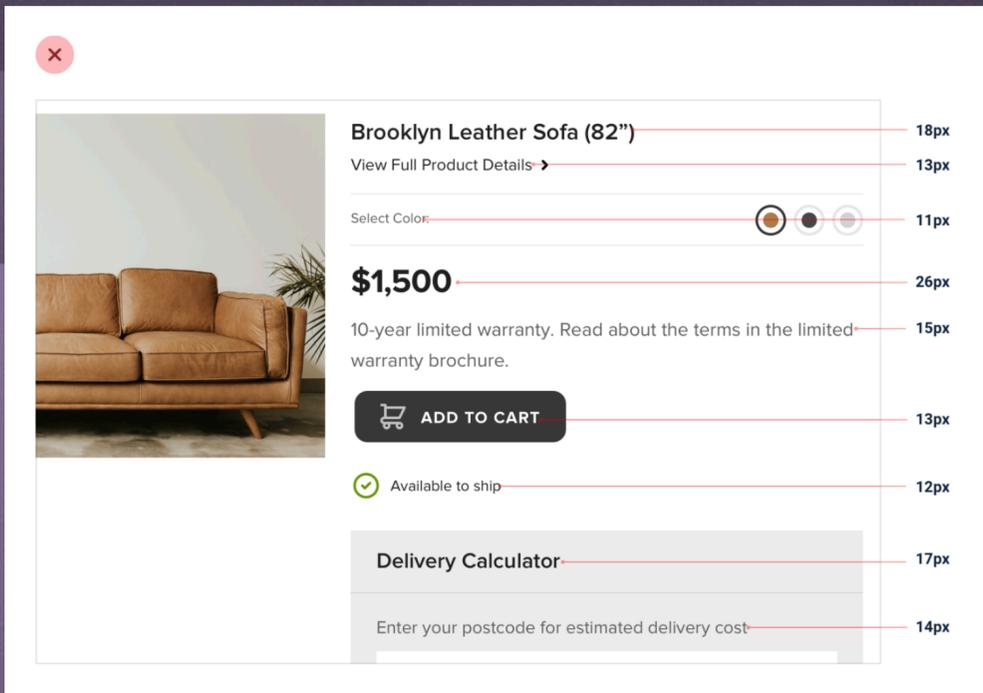
# Use Good Fonts

- Ignore typefaces with less than five weights
- Optimize for Legibility
  - Headlines should have tighter tracking and short x-heights
  - Body copy should have taller x-heights and slightly larger tracking
- Trust the wisdom of the crowd
- Steal from people who care (Inspect Element)

02

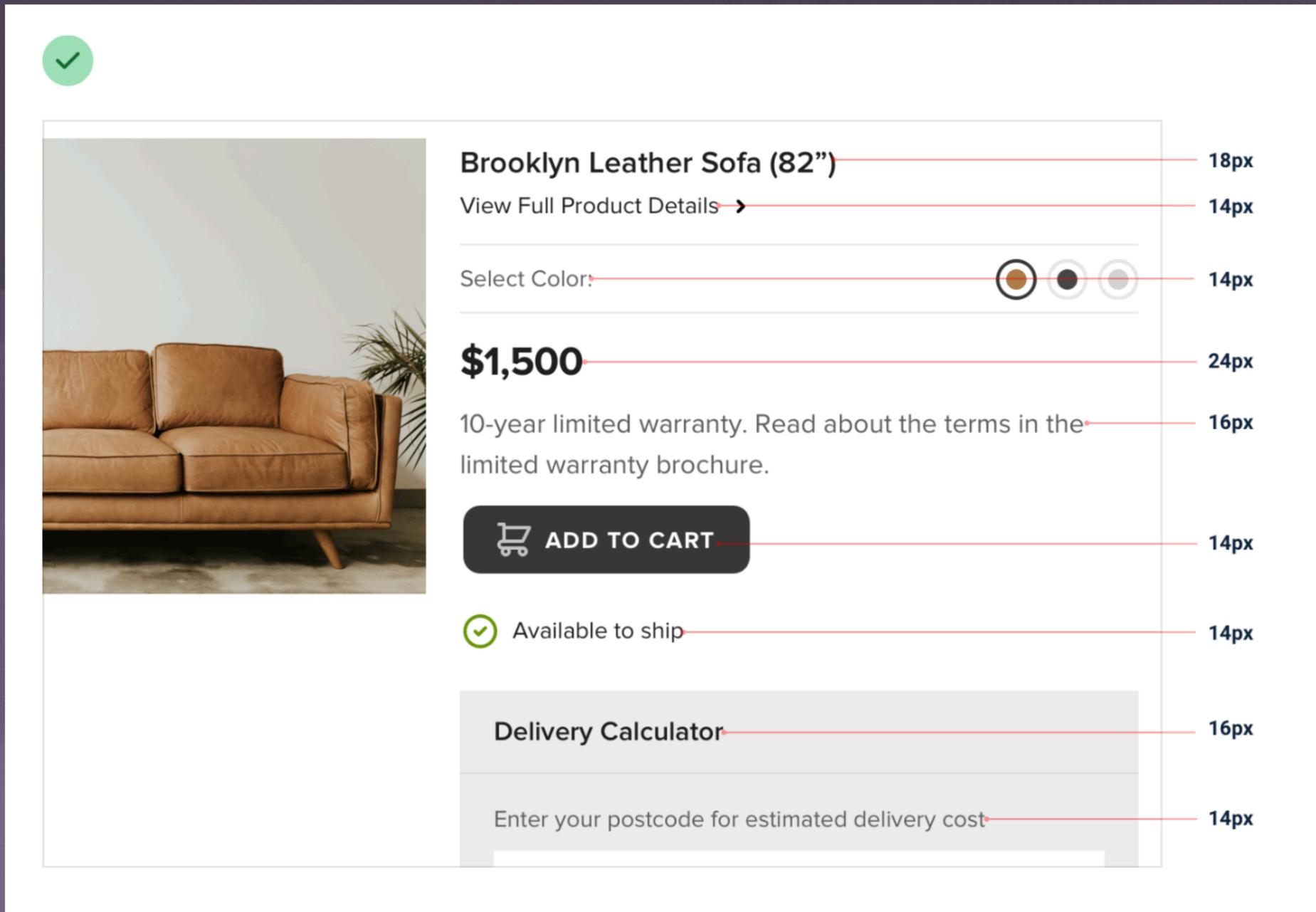
Establish a  
Type Scale

✕



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

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

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

gridlover.net/try

HTML CSS GRID

Font size: 14 Line height: 1.57 Scale factor: 1.333

RESET

## Kitsch retro

## Typewriter delectus cred

Bushwick Schlitz. Est Shoreditch small batch, dolor Schlitz sapiente twee stumptown ex. Duis Carles pickled, cornhole Thundercats McSweeney's minim PBR vegan Tumblr irony. Kogi eu Thundercats, sed scenester before they sold out et aesthetic. Elit cred Vice ethical pickled sartorial. Stumptown roof party freegan High Life vero, ea sed minim meggings.

## Truffaut disrupt sartorial deserunt

Cosby sweater plaid shabby chic kitsch pour-over ex. Try-hard fanny pack mumblecore cornhole cray scenester. Assumenda narwhal occupy, Blue Bottle nihil culpa fingerstache. Meggings kogi vinyl meh, food truck banh mi Etsy magna 90's duis typewriter banjo organic leggings Vice.

## Fingerstache nesciunt lomo nostrud hoodie

- Roof party put a bird on it incididunt sed umami craft beer cred.
- Carles literally normcore, Williamsburg Echo Park fingerstache photo booth twee keffiyeh chambray whatever.
- Scenester High Life Banksy, proident master cleanse tousled squid sriracha ad chillwave post-ironic retro.

Laboris selfies occaecat umami, forage Tumblr American Apparel. Retro Terry Richardson culpa id swag polaroid Intelligentsia American Apparel eu, esse non post-ironic fugiat master cleanse. Direct trade gluten-free blog, fanny pack cray labore skateboard before they sold out adipisicing non magna id Helvetica freegan. Disrupt aliqua Brooklyn church-key lo-fi dreamcatcher.

16:16 - minor sixth  
8:9 - major second  
5:6 - minor third  
4:5 - major third  
1:2 - octave  
1:3 - major second  
2:3 - perfect fifth  
3:4 - minor sixth  
4:5 - major third  
5:6 - minor third  
6:7 - major second  
7:8 - minor second  
8:9 - major second  
9:10 - major second  
10:11 - major second  
11:12 - major second  
1:2 - octave  
2:3 - perfect fifth  
3:4 - minor sixth  
4:5 - major third  
5:6 - minor third  
6:7 - major second  
7:8 - minor second  
8:9 - major second  
9:10 - major second  
10:11 - major second  
11:12 - major second  
1:2 - octave  
2:3 - perfect fifth  
3:4 - minor sixth  
4:5 - major third  
5:6 - minor third  
6:7 - major second  
7:8 - minor second  
8:9 - major second  
9:10 - major second  
10:11 - major second  
11:12 - major second

gridlover.net/try

HTML CSS GRID

Font size: 14 Line height: 1.57 Scale factor: 1.2

Presets

- 15:16 – minor second
- 8:9 – major second
- ✓ 5:6 – minor third
- 4:5 – major third
- 3:4 – perfect fourth
- 1:√2 – aug. fourth / dim. fifth
- 2:3 – perfect fifth
- 5:8 – minor sixth
- 1:1.618 – golden section
- 3:5 – major sixth
- 9:16 – minor seventh
- 8:15 – major seventh
- 1:2 – octave
- 2:5 – major tenth
- 3:8 – major eleventh
- 1:3 – major twelfth
- 1:4 – double octave

RESET

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Bushwick Schlitz. Est Shoreditch small batch, dolor Schlitz sapiente twee stumptown ex. Duis Carles pickled, cornhole Thundercats McSweeney's minim PBR vegan Tumblr irony. Kogi eu Thundercats, sed scenester before they sold out et aesthetic. Elit cred Vice ethical pickled sartorial. Stumptown roof party freegan High Life vero, ea sed minim meggings.

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HTML CSS **GRID**

Line height: 1.57

Scale factor: 1.2

RESET

- Presets
- 15:16 – minor second
  - 8:9 – major second
  - ✓ 5:6 – minor third**
  - 4:5 – major third
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  - 2:5 – major tenth
  - 3:8 – major eleventh
  - 1:3 – major twelfth
  - 1:4 – double octave

n retro

riter delectus cred

Schlitz. Est Shoreditch small batch, dolor Schlitz sapiente twee stumptown ex.  
s pickled, cornhole Thundercats McSweeney's minim PBR vegan Tumblr irony.  
Thundercats, sed scenester before they sold out et aesthetic. Elit cred Vice  
pickled sartorial. Stumptown roof party freegan High Life vero, ea sed minim

disrupt sartorial deserunt

heater plaid shabby chic kitsch pour-over ex. Try-hard fanny pack mumblecore  
ray scenester. Assumenda narwhal occupy, Blue Bottle nihil culpa fingerstache.  
kogi vinyl meh, food truck banh mi Etsy magna 90's duis typewriter banjo  
ggings Vice.

che nesciunt lomo nostrud hoodie

f party put a bird on it incididunt sed umami craft beer cred.  
es literally normcore, Williamsburg Echo Park fingerstache photo booth twee

Tag	Value	
h1	2.75em	44px
h2	2.25em	36px
h3	1.70em	27px
p	1.10em	18px



# Establish a Type Scale

- Design with a type scale to give your pages good visual hierarchy.
- Use site like [TypeScale.com](https://TypeScale.com) to play around with different ratios and typefaces.
- These in combinations with typeface selection and a defined hierarchy are the foundations of a good Typographic System for your projects (see Tip 10).

# 03 Using a Font Service is Fine

fonts.google.com/?categoryFilters=Sans+Serif:%2FSans%2F\*

Google Fonts Search fonts Sort by Relevance

Filters Sans Serif — All Clear filters

Readability How type influences readability

Material design guidelines Styling text

Optimize font loading Achieve faster page load times

780 of 1,918 families About these results

Roboto Variable (3 axes) | Christian Robertson, Paratype, Font Bureau

Everyone has the right to freedom of thought, c

Noto Sans Japanese Variable (1 axis) | Google

人類社会のすべての構成員の固有の尊厳と平等

Inter Variable (3 axes) | Rasmus Andersson

Everyone has the right to freedom of thought, c

Montserrat Variable (2 axes) | Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly

Everyone has the right to freedom of tho

Preview

Type something

40px

Filter

Language

Writing system

Language

Feeling

Business *Fancy*

Calm **Playful**

*Cute* *Artistic*

**Vintage** **Loud**

*Sophisticated* **Futuristic**

**Active** Stiff

**Innovative** *Happy*

Childlike Rugged

Open "https://fonts.google.com/specimen/Roboto?categoryFilters=Sans+Serif:%2FSans%2F\*" in a new tab

fonts.google.com/specimen/Open+Sans

Google Fonts Search fonts

Specimen Type tester About License Glyphs & languages Get font

# Open Sans

Designed by [Steve Matteson](#)

Technology — Variable Feeling — Business Feeling — Calm Sans Serif — Humanist Seasonal — Kwanzaa Sans Serif — Neo Grotesque

Whereas disregard and contempt for human rights have resulted

Select preview text: Writing system Language

## Styles

Type here to preview text 48px

Light 300

Whereas recognition of the inherent dignity

fonts.google.com/selection

Google Fonts

# 2 font families selected

Share Remove all

Libre Baskerville Variable ⓘ

Everyone has the right to freedom of

Open Sans Variable ⓘ

Everyone has the right to freedom of the

## How to use

✓ All Design Develop Google products

Recursive  
Sans Linear Light  
Monospace  
Casual

```
<h1>The page heading</h1>  
<p>Pellentesque eget aliquet  
nunc. Duis auctor suscipit augue  
imperdiet viverra. <strong>Morbi
```



ected

 Share

 Remove all



e right to freedom of

 Get embed code

 Download all (2)

[See how to use](#)



right to freedom of the

fonts.adobe.com/fonts

Adobe Home Firefly Express Photoshop Lightroom Acrobat Stock Fonts

Adobe Fonts Browse all Recommendations Font packs Foundries About Search Manage fonts

Clear Filters Hide Filters

Languages and Writing Systems Select a language

Your Fonts Favorites Added

Font Technology Variable Fonts

Tags Calligraphic Clean Brush Pen Geometric Friendly ROUGH Rounded Cursive ART DECO Luxury Funky Fun Futuristic Marker View 12 more

Classification Sans Serif Serif Slab Serif Script Mono Hand

View List Grid Images Sample Text Growing Gratitude Text Size 36 Sort Featured

5174 font families

**Parabolica Text Oblique**  
A greater phase shift of 90 degrees at 5.0 megacycles  
TYPICAL S-11 VEHICLE THRUST VS TIME HISTORY  
Increase the setting of R30001 to achieve the ravform  
TYPICAL INERTIAL AZIMUTH DURING TLI BOOST  
Total propellant flow rate is approximately 170 lb/sec  
TYPICAL INERTIAL AZIMUTH DURING TLI BOOST  
Onboard power is supplied by two 28-volt batteries  
S/C SEPARATION SHAPED CHARGE IGNITER N°2

Parabolica  
JTD  
20 fonts  
Add Family

**LTR Federal**

LTR Federal  
LettError  
1 font  
Add Family

**Spumoni LP**

Spumoni LP  
LetterPerfect Fonts  
1 font  
Add Family

**WestSac**

WestSac  
Chank Co  
1 font  
Add Family

**Orbital Period**  
Reflect not more than 3.0% OF THE SUNLIGHT  
Tempel was the target of the SPACE MISSION which recognized an impact  
Der Halleysche Komet kam 1986 IN ERDNÄHE  
ICE, DUST & ROCKY PARTICLES  
Galaktische Gezeitenkräfte

Komet  
Jan Fromm  
32 fonts  
Add Family

**Regular Italic**

Regular Italic  
Legitima  
César Puertas  
2 fonts  
Add Family

?

# The easiest way to use **REAL FONTS** on your website

This will change the way you design websites.

Add a line of code to your pages and choose from hundreds of web fonts. Simple, bulletproof, standards compliant, accessible, and totally legal.

[Feature Tour](#) [Try it for Free](#)

**Jubilat** by Darden Studio and **Brandon Grotesque** by HVD Fonts

## Typekit Enterprise

 Unlimited users, unlimited usage, CDN integration, and more. [Read more](#)

## A snap to set up

 We've worked hard to make Typekit easy to use. Add and use web fonts the way you want to. [Try it for Free](#)

## Fast and reliable

 Your fonts will be served from a robust network built with hundreds of servers worldwide. [How it works](#)

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[How it works](#)

fonts.adobe.com/fonts

Adobe Home Firefly Express Photoshop Lightroom Acrobat Stock Fonts

Adobe Fonts Browse all Recommendations Font packs Foundries About Search Manage fonts

Clear Filters Hide Filters

Languages and Writing Systems Select a language

Your Fonts Favorites Added

Font Technology Variable Fonts

Tags Calligraphic Clean Brush Pen Geometric Friendly ROUGH Rounded Cursive ART DECO Luxury Funky Fun Futuristic Marker View 12 more

Classification Sans Serif Serif Slab Serif Script Mono Hand

View List Grid Images Sample Text Growing Gratitude Text Size 36 Sort Featured

5174 font families

**Parabolica Text Oblique**  
A greater phase shift of 90 degrees at 5.0 megacycles  
TYPICAL S-11 VEHICLE THRUST VS TIME HISTORY  
Increase the setting of R30001 to achieve the ravform  
TYPICAL INERTIAL AZIMUTH DURING TLI BOOST  
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Onboard power is supplied by two 28-volt batteries  
S/C SEPARATION SHAPED CHARGE IGNITER N°2

Parabolica  
JTD  
20 fonts  
Add Family

**LTR Federal**

LTR Federal  
LettError  
1 font  
Add Family

**Spumoni LP**

Spumoni LP  
LetterPerfect Fonts  
1 font  
Add Family

**WestSac**

WestSac  
Chank Co  
1 font  
Add Family

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ICE, DUST & ROCKY PARTICLES  
Galaktische Gezeitenkräfte

Komet  
Jan Fromm  
32 fonts  
Add Family

**Regular Italic**

Regular Italic  
Legitima  
César Puertas  
2 fonts  
Add Family

# Spumoni LP

Designed by [Garrett Boge](#). From [LetterPerfect Fonts](#).

Save to Favorites Save to Library Add to Web Project Add Family



Fonts Recommendations About Licensing Details

View

List Grid

Sample Text

The quick brown fox jumps over the lazy dog

Text Size

36



1 font

Spumoni LP Regular

**The quick brown fox  
jumps over the lazy**



# Spumoni LP

Designed by [Garrett Boge](#). From [LetterPerfect Fonts](#).

Save to Favorites Save to Library Add to Web Project Add Family

## Licensing Information

**The full Adobe Fonts library is cleared for both personal and commercial use.**

As with everything from Adobe Fonts, you can use these fonts for:



### Design Projects

Create images or vector artwork, including logos



### Website Publishing

Create a Web Project to add any font from our service to your website



### PDFs

Embed fonts in PDFs for viewing and printing



### Video and Broadcast

Use fonts to create in-house or commercial video content



### And more...

Visit the Adobe Fonts Licensing [FAQ](#) for full details

Visit LetterPerfect Fonts to purchase additional licensing and services, including:

**Mobile Apps:** Embed fonts in your app UI

**Custom Services:** Request modifications or bespoke fonts directly from the foundry

**Self Hosting:** Host web font files on your own server

**Volume licensing:** Use the fonts across your whole organization

## Details

Select font style

Spumoni LP Regular



fonts.adobe.com/fonts/kuhlman-variable#licensing-section

Adobe Home Firefly Express Photoshop Lightroom Acrobat Stock Fonts

Adobe Fonts Browse all Recommendations Font packs Foundries About Search Manage fonts Add Family

# Kuhlman Variable

Designed by [David Jonathan Ross](#). From [DJR](#).

## Licensing Information

The full Adobe Fonts library is clear...  
As with everything from Adobe Fonts, you can use the...

**Design Projects**  
Create images or vector artwork, including logos

**Website Projects**  
Create a Website with any font from your website

Visit [DJR](#) to purchase additional licensing and...

**Mobile Apps:** Embed fonts in your app UI

**Custom Services:** Request modifications or bespoke directly from the foundry

## Details

Select font style  
Kuhlman Regular

### Add fonts to a Web Project

Enter a new project name or select from your existing projects:

Select the fonts you'd like to use on your website. Adding more beyond the default selection may affect website load time.

Kuhlman VF	1 of 1
<input checked="" type="checkbox"/> Kuhlman VF	

Variable Font Axes	Preview
<b>Default instance</b> Random Seed 0 Width 100	<b>THE QUICK BROWN FOX JUMPS OVER</b>
<b>Ranges</b> W U L L S S 1 2 3	

Cancel Create

fontawesome.com/search?ip=classic&s=solid&c=automotive&ic=free-collec

Start Icons Docs Plans Support Podcast

Search 64,647 icons... Powered by Algolia

Icon Grid Icon Packs Categories

All Pro Pro+ Free 7.2.0

29 Icons AUTOMOTIVE x ICON PACK: CLASSIC x SOLID x RESET

NEW

bus	bus-side	bus-simple	car	car-battery	car-burst
car-on	car-rear	car-side	car-tunnel	caravan	charging-station
gas-pump	gauge	gauge-high	gauge-simple	gauge-simple-high	motorcycle
oil-can	oil-can	oil-can	oil-can	oil-can	oil-can

ICON PACKS

- Classic 29

STYLE

- Solid 29
- Regular 1

ICON TYPE

- Filled 29
- Round 29

fontawesome.com/search?ip=classic&ic=free-collection

Medical + Health	117	backward-fast	backward-step	bacon	bacteria	bacterium	bag-shopping
Money	70	bahai	baht-sign	ban	ban-smoking	bandage	bangladeshi-taka-sign
Moving	16	barcode	bars	bars-progress	bars-staggered	baseball	baseball-bat-ball
Music + Audio	22	basket-shopping	basketball	bath	battery-empty	battery-full	battery-half
Nature	28	battery-quarter	battery-three-quarters	bed	bed-pulse	beer-mug-empty	bell
Numbers	10	bell	bell-concierge	bell-slash	bell-slash	bezier-curve	bicycle
Photos + Images	33	binoculars	biohazard	bitcoin-sign	blender	blender-phone	blog
Political	21	B	lightning bolt	lightning bolt	bomb	bone	flask
Punctuation + Symbols	33						
Religion	44						
Science	33						
Science Fiction	9						
Security	65						
Shapes	40						
Shopping	50						
Social	46						
Spinners	32						
Sports + Fitness	35						
Text Formatting	46						
Time	30						
Toggle	22						
Transportation	53						
Travel + Hotel	78						
Users + People	127						
Weather	41						

fontawesome.com/icons/basket-shopping?f=classic&s=solid

# basket-shopping

f291

Classic

HTML WEB AWESOME SVG REACT VUE

Full SVG SVG Copy Code Snippet

```
<svg xmlns="http://www.w3.org/2000/svg" viewBox="0 0 24 24"><path d="M19 10c0 6.08 -4.91 11 -11 11s-11 -4.92 -11 -11c0 -2.03.84 -3.78 2.17 -4.75l.5 -1.5c.25 -.75 1 -1.25 1.75 -1.25h10c.75 0 1.5 1 1.5 1.75l.5 1.5c.84.97 2.17 2.72 2.17 4.75z" /></svg>
```

Using Bare SVGs

Start Using This Icon

CLASSIC MAPS SHOPPING shopping-basket 4.5.0 7.0.0

- # Social 46
- Spinners 32
- Sports + Fitness 35
- Text Formatting 46
- Time 30
- Toggle 22
- Transportation 53
- Travel + Hotel 78
- Users + People 127
- Weather 41

battery-quarter	battery-three-quarters	bed	bed-pulse	beer-mug-empty	bell
bell	bell-concierge	bell-slash	bell-slash	bezier-curve	bicycle
binoculars	biohazard	bitcoin-sign	blender	blender-phone	blog

fontawesome.com/icons/basket-shopping?f=classic&s=solid

# basket-shopping

f291

Classic

HTML WEB AWESOME SVG REACT VUE

Full SVG SVG

```
<svg xmlns="http://www.w3.org/2000/svg" viewBox="0 0 448 448"><path d="M416 320c0 13.3-10.7 24-24 24H24c-13.3 0-24-10.7-24-24V80c0-13.3 10.7-24 24-24h400c13.3 0 24 10.7 24 24v240z" /></svg>
```

Using Bare SVGs

Start Using This Icon

CLASSIC MAPS SHOPPING shopping-basket 4.5.0 7.0.0

# Social	46	battery-quarter	battery-three-quarters	bed	bed-pulse	beer-mug-empty	bell
Spinners	32	bell	bell-concierge	bell-slash	bell-slash	bezier-curve	bicycle
Sports + Fitness	35	binoculars	biohazard	bitcoin-sign	blender	blender-phone	blog
Text Formatting	46	B	⚡	⚡	💣	🦷	🧪
Time	30						
Toggle	22						
Transportation	53						
Travel + Hotel	78						
Users + People	127						
Weather	41						

et-shopping?f=classic&s=solid



Download Full SVG

f291



Classic



HTML WEB AWESOME SVG REACT VUE

Full SVG SVG

```
<svg xmlns="http://www.w3.org/2000/svg" viewBox="0 0 1000 1000">
```



# Using a Font Service is Fine

- If you have a budget, Adobe Fonts is a good font service. They have support for a wide array of devices and browsers, a solid administrative interface, and (most importantly) a large selection of well-crafted, professional typefaces.
- Google Web Fonts is a good option if you are OK with the selection of free, open-source typefaces they provide.
  - You also must be fine with Google tracking your visitors (ok, Adobe tracks your visitors as well).
  - Figma fully support Google Fonts, making it very easy to use that service.
- Use icon fonts like Font Awesome to quickly add icons to your designs.
- However, if you have the technical know-how, self-hosting is just fine. Better yet, use a Web-safe or system font (see tip 9).

# 04

Balance Size,  
Leading, and Line  
Length



### Get Active on the Beach this Spring with your own Beach Cruiser Bicycle

**ALL CRUISERS ARE ON SALE NOW**

SOME EXCEPTIONS APPLY

[VIEW SALE ITEMS](#) 

### About Us

This locally-run business came to be through a passion for bikes and a love for the community that they thrive in. With a large selection of components, parts and accessories, this little shop maintains its reputation for being one of the best bike shops in Orange County, for fully customizable bikes and incredible customer service.

The owner Gary, provides an extensive online shopping alternative and a friendly 'local hangout' store-front in Huntington Beach. His love is in sharing the knowledge of safe-riding, green transportation and healthy living on two wheels. Whether you are shopping from the comfort of your own home or ready to come in for a day of test rides and building your 'dream bike', the shop welcomes everyone and looks forward to adding you to their family!

We are located in Cross Streets Magnolia & Garfield - Next to Home Depot. Known for our extensive selection of Single Speeds, Track, Hybrid, Beach Cruisers, and Electric Bikes. Bikes are our passion, and we look forward to making one yours!

Local delivery in Huntington Beach and Orange County available for Free Delivery. Free Delivery around US if you buy more than \$500. Order yours online today! and See our special coupons.

### We are pleased to offer you:



**BICYCLES**  
We've Got Lots of Bikes!



**ACCESSORIES**  
Max Out Your Ride



**REPAIR**  
Get Your Gear Fixed



#### BELLA FASHIONISTA

\$215.00

AVAILABLE IN FOUR COLORS



#### URBAN 630

\$595.00

AVAILABLE IN EIGHT COLORS



#### NADINE

\$845.00

AVAILABLE IN THREE COLORS



#### THE CHIEF

\$695.00

AVAILABLE IN ONE COLOR



#### SHIMANO PLUS

\$375.00

AVAILABLE IN SIX COLORS



#### PIXIE

\$345.00

AVAILABLE IN TWO COLORS



#### TUESDAY

\$295.00

AVAILABLE IN FIVE COLORS



#### BELLA CLASSIC

\$395.00

AVAILABLE IN SEVEN COLORS



#### THE DIPPER

\$445.00

AVAILABLE IN TWO COLORS



#### LADIES ONE

\$195.00

AVAILABLE IN SIX COLORS



## Get Active on the Beach this Spring with your own Beach Cruiser Bicycle

**ALL CRUISERS ARE ON SALE NOW**

SOME EXCEPTIONS APPLY

[VIEW SALE ITEMS](#) 

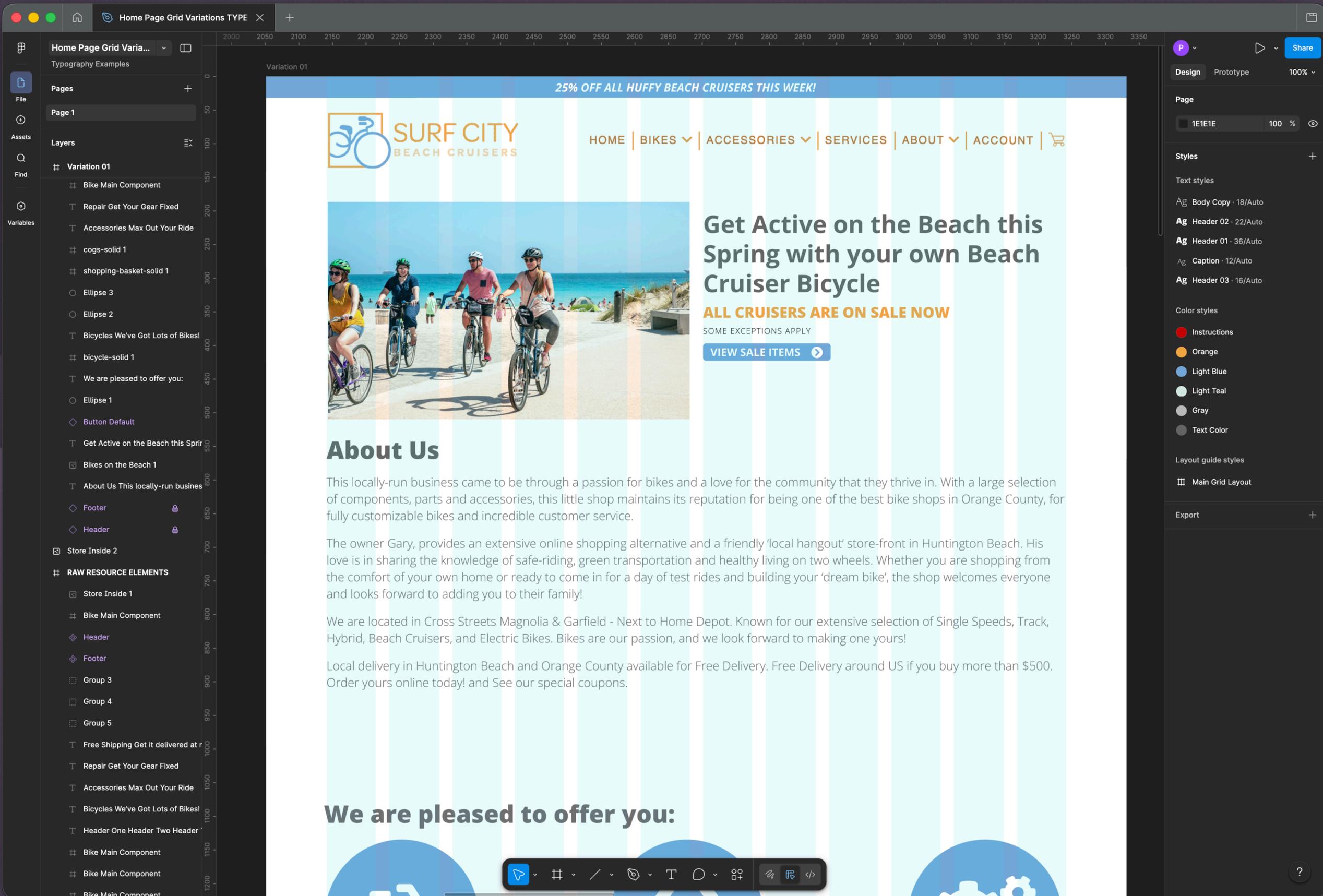
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# Spring with your own Beach Cruiser Bicycle

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Local delivery in Huntington Beach and Orange County available for Free Delivery. Free Delivery around US if you buy more than \$500. Order yours online today! and See our special coupons.

## We are pleased to offer you:

Left sidebar: Solid 1, ng-basket-solid 1, 3, 2, s We've Got Lots of Bikes!, -solid 1, pleased to offer you:, 1, Default, tive on the Beach this Sprir, n the Beach 1, Js This locally-run busines, 650, 650, e 2, URCE ELEMENTS, nside 1, ain Component, 3, 4, 5, ipping Get it delivered at r, Get Your Gear Fixed, ories Max Out Your Ride, s We've Got Lots of Bikes!, One Header Two Header, ain Component

Right sidebar: Ag Header, Ag Caption, Ag Header, Color styles, Instructi, Orange, Light Bl, Light Te, Gray, Text Col, Layout guide, Main Gr, Export

Home Page Grid Variations TYPE

25% OFF ALL HUFFY BEACH CRUISERS THIS WEEK!



HOME | BIKES | ACCESSORIES | SERVICES | ABOUT | ACCOUNT



# Get Active on the Beach this Spring with your own Beach Cruiser Bicycle

**ALL CRUISERS ARE ON SALE NOW**

SOME EXCEPTIONS APPLY

[VIEW SALE ITEMS](#)

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Home Page Grid Varia...  
Typography Examples

Pages  
Page 1

Layers  
Variation 3  
Variation 2  
Variation 01  
Bike Main Component  
Repair Get Your Gear Fixed  
Accessories Max Out Your Ride  
cogs-solid 1  
shopping-basket-solid 1  
Ellipse 3  
Ellipse 2  
Bicycles We've Got Lots of Bikes!  
bicycle-solid 1  
We are pleased to offer you:  
Ellipse 1  
Button Default  
Get Active on the Beach this Spr  
Bikes on the Beach 1  
About Us This locally-run busines  
Footer  
Header  
Store Inside 2

Design Prototype 89%

Page  
1E1E1E 100%

Styles  
Text styles  
Ag Body Copy · 18/Auto  
Ag Header 02 · 22/Auto  
Ag Header 01 · 36/Auto  
Ag Caption · 12/Auto  
Ag Header 03 · 16/Auto

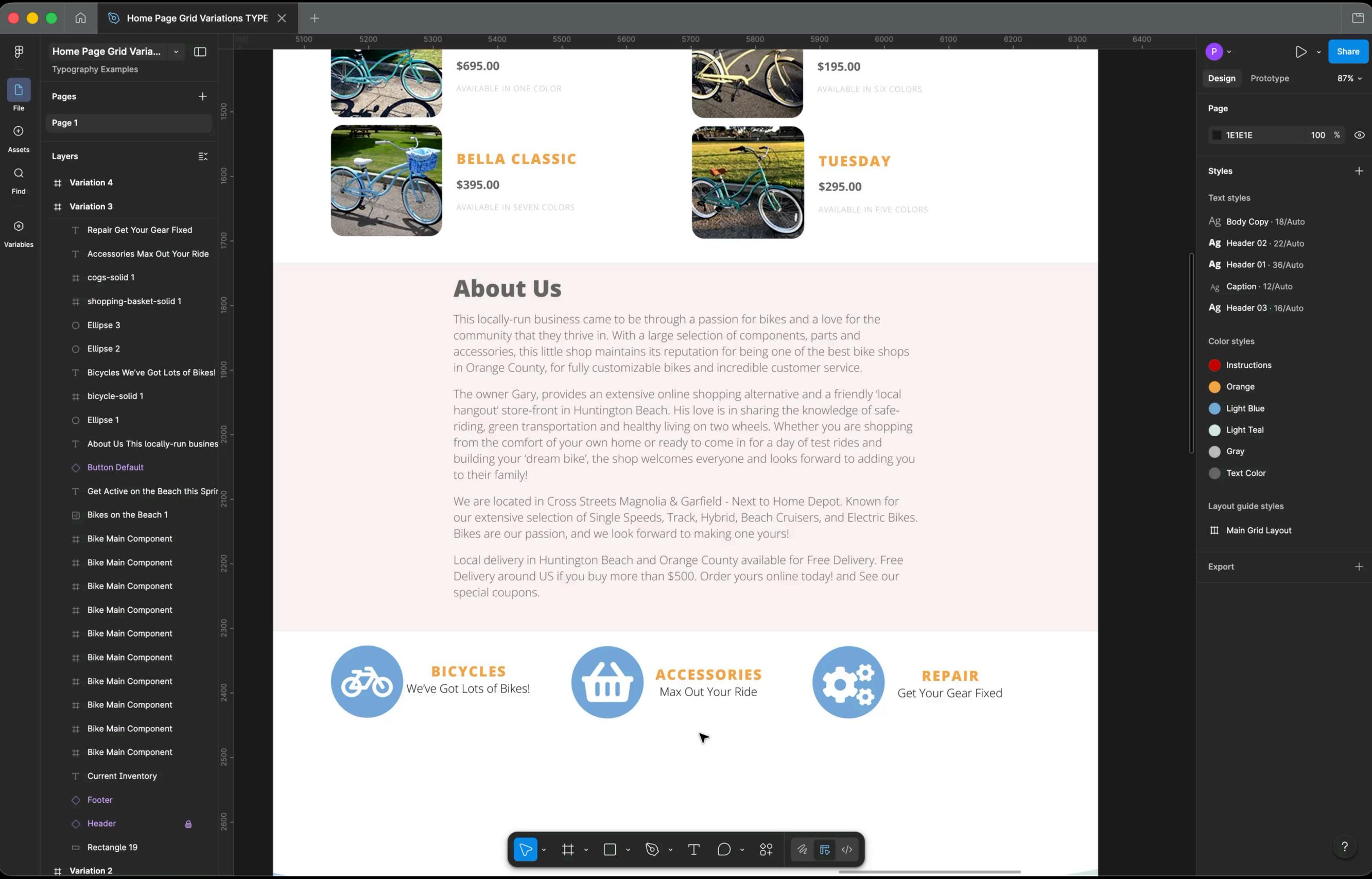
Color styles  
Instructions  
Orange  
Light Blue  
Light Teal  
Gray  
Text Color

Layout guide styles  
Main Grid Layout

Export

Navigation icons: Home, Grid, Selection, Text, Shape, Lasso, Eraser, Copy, Paste, Undo, Redo





- Home Page Grid Varia...
- Typography Examples
- Pages
  - Page 1
- Layers
  - Variation 4
  - Variation 3
  - Repair Get Your Gear Fixed
  - Accessories Max Out Your Ride
  - cogs-solid 1
  - shopping-basket-solid 1
  - Ellipse 3
  - Ellipse 2
  - Bicycles We've Got Lots of Bikes!
  - bicycle-solid 1
  - Ellipse 1
  - About Us This locally-run busines
  - Button Default
  - Get Active on the Beach this Sprin
  - Bikes on the Beach 1
  - Bike Main Component
  - Current Inventory
  - Footer
  - Header
  - Rectangle 19
- Variables



**\$695.00**  
AVAILABLE IN ONE COLOR



**\$195.00**  
AVAILABLE IN SIX COLORS



**BELLA CLASSIC**  
**\$395.00**  
AVAILABLE IN SEVEN COLORS



**TUESDAY**  
**\$295.00**  
AVAILABLE IN FIVE COLORS

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**BICYCLES**  
We've Got Lots of Bikes!



**ACCESSORIES**  
Max Out Your Ride



**REPAIR**  
Get Your Gear Fixed



Design Prototype 87%

Page

1E1E1E 100%

Styles

Text styles

- Ag Body Copy · 18/Auto
- Ag Header 02 · 22/Auto
- Ag Header 01 · 36/Auto
- Ag Caption · 12/Auto
- Ag Header 03 · 16/Auto

Color styles

- Instructions
- Orange
- Light Blue
- Light Teal
- Gray
- Text Color

Layout guide styles

- Main Grid Layout

Export



COLOR FONT-SIZE LINE LENGTH LINE-HEIGHT TYPOGRAPHY

# The Equilateral Triangle of a Perfect Paragraph

 Matej Latin on Jun 9, 2017

Still, too many web designers neglect the importance of typography on the web. So far, I've only met a few that really understand typography and know how to apply that knowledge to their work. And the lack of knowledge about typography doesn't come from ignorance. I learned that web designers are commonly either self-taught and haven't grasped the importance of typography yet, or they actually studied design but typography was just one of the classes they had to attend.

I created the [Better Web Type](#) course to help raise awareness of the important role typography plays on the web. In my opinion, both web designers and web developers should learn the basics—if a designer uses ligatures in her designs but the developer doesn't even know what ligatures are, how can we expect him to correctly transform the most beautifully designed typography into code? With both roles knowing the basics, we'll be able to start contributing to a better web by producing better web typography. Together.

One of the most important things in typography is to shape a seamless



Merriweather, 16/24

Garamond worked as an engraver of punches, the masters used to stamp matrices, the moulds used to cast metal type. He worked in the tradition of what is now called old-style serif letter design, that produced letters with a relatively organic structure resembling handwriting with a pen but with a slightly more structured and upright design. Although Garamond himself remains considered an eminent figure in French printing of the sixteenth century, historical research over the last century has increasingly placed him in context as one artisan among

Georgia, 16/24

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The same text set in Merriweather seems larger and heavier than when set in Georgia.

## Body Text

0

40

60

90

### Too narrow

There were no fences at all by the roadside now, and the land was rough and untilled. Toward evening they came to a great

### Ideal range

There were no fences at all by the roadside now, and the land was rough and untilled. Toward evening they came to a great forest, where the trees grew so big and close together that their branches met over the road of yellow brick.

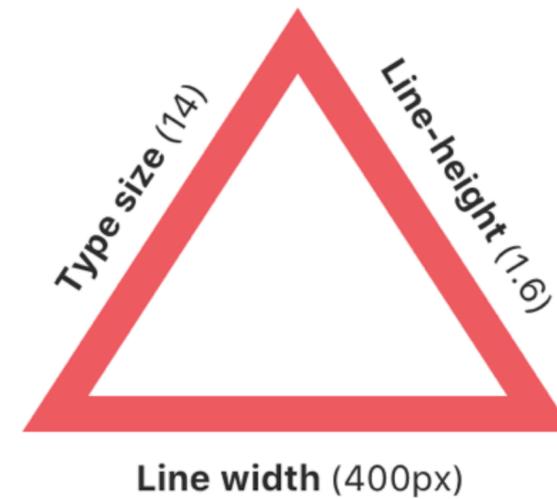
### Too wide

There were no fences at all by the roadside now, and the land was rough and untilled. Toward evening they came to a great forest, where the trees grew so big and close together that their branches met over the road of yellow brick. It was almost dark under the trees, for the branches shut out the daylight; but the travelers did not stop, and went on into the forest.

Recommended line length in Google's Material Design Guidelines (Source: [material.io](https://material.io))

**Merriweather, 14/24, 400px (55 characters)**

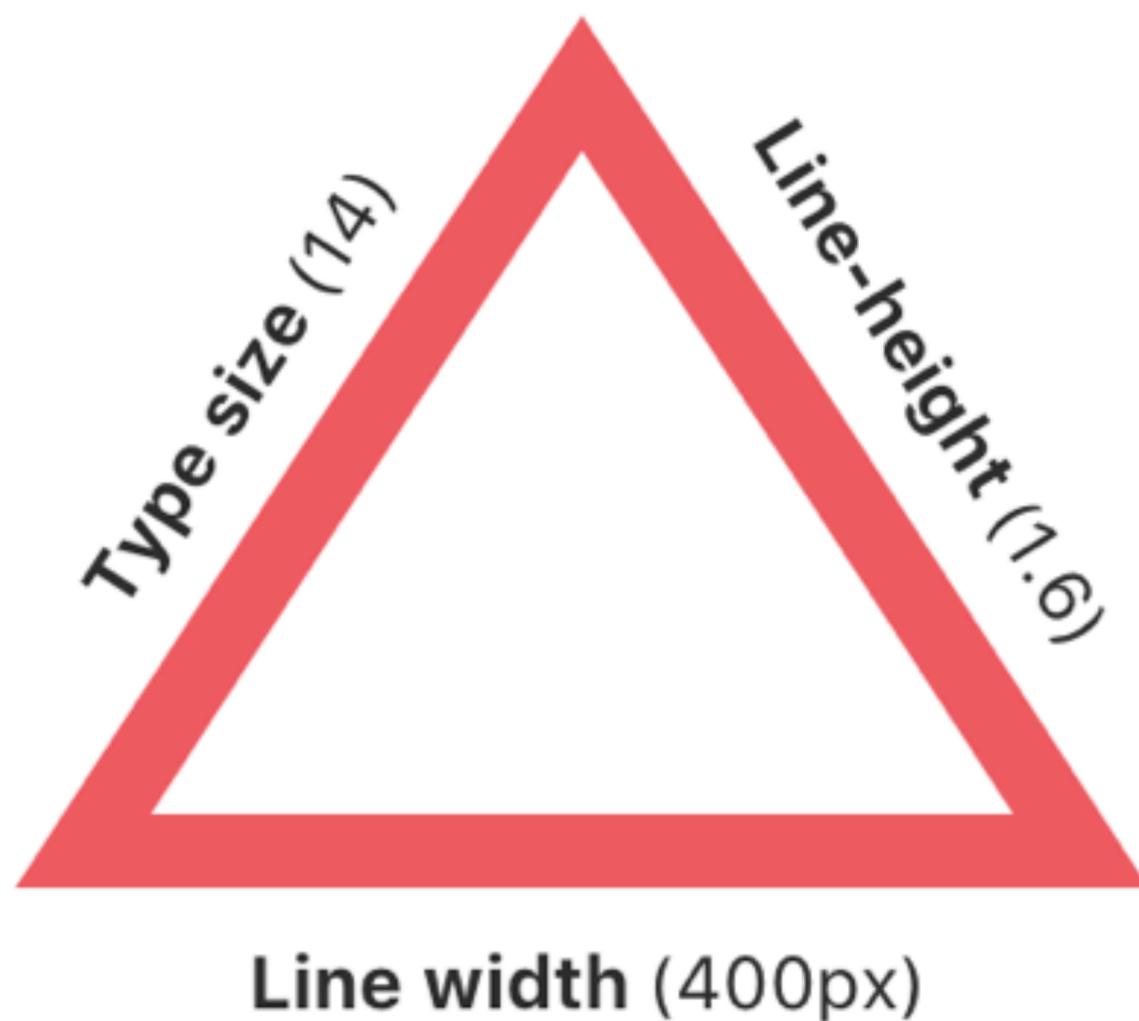
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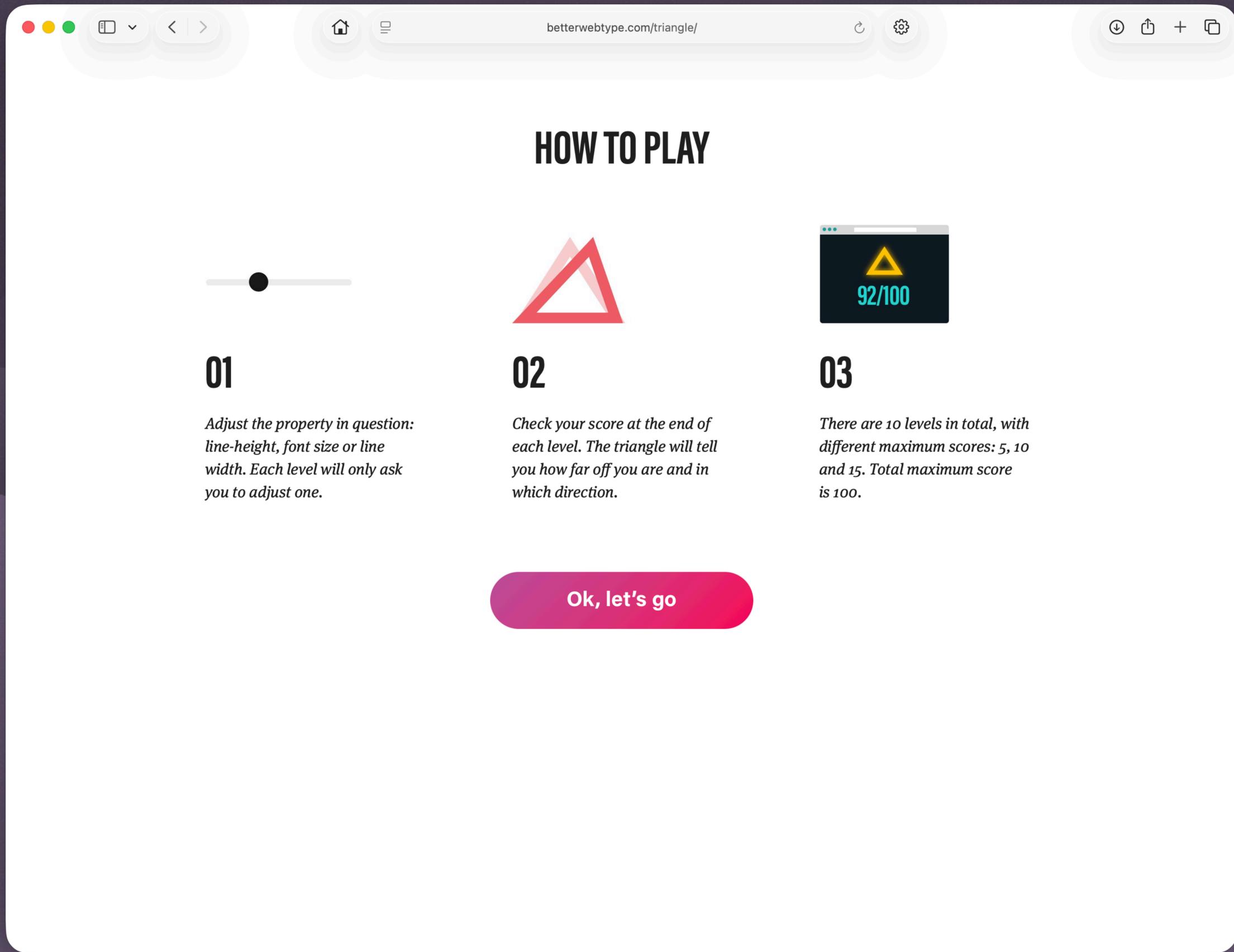


A perfectly balanced paragraph represented by an equilateral triangle.

rs)

r of punches, the  
the moulds used to  
e tradition of what is  
design, that produced  
structure resembling  
a slightly more  
although Garamond  
minent figure in French  
, historical research  
ingly placed him in  
veral active at a time of  
s in sixteenth-century  
existing tradition  
f the preceding half-  
utius and his





## HOW TO PLAY



**01**

*Adjust the property in question: line-height, font size or line width. Each level will only ask you to adjust one.*



**02**

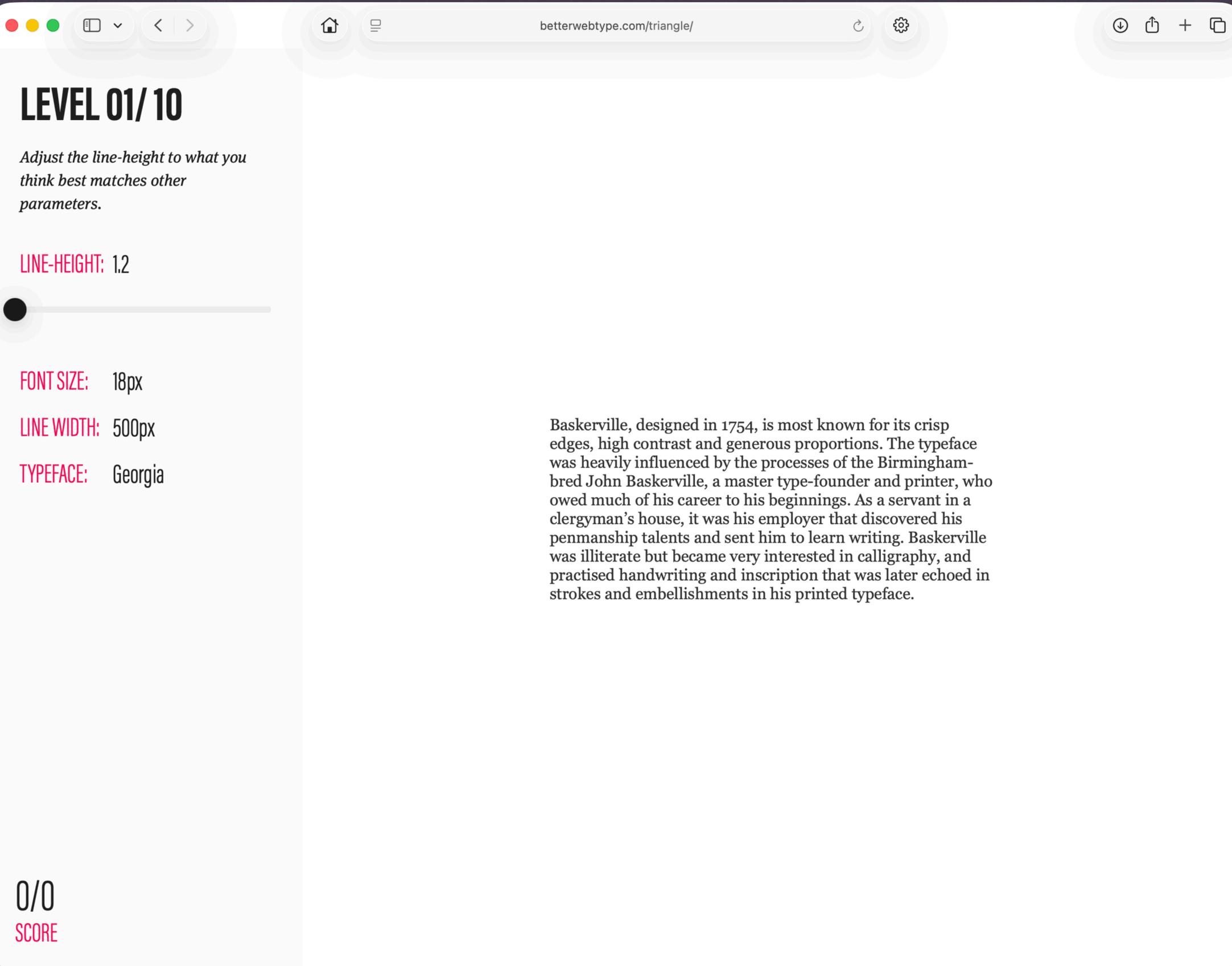
*Check your score at the end of each level. The triangle will tell you how far off you are and in which direction.*



**03**

*There are 10 levels in total, with different maximum scores: 5, 10 and 15. Total maximum score is 100.*

Ok, let's go



# LEVEL 01/ 10

*Adjust the line-height to what you think best matches other parameters.*

LINE-HEIGHT: 1.2

FONT SIZE: 18px

LINE WIDTH: 500px

TYPEFACE: Georgia

Baskerville, designed in 1754, is most known for its crisp edges, high contrast and generous proportions. The typeface was heavily influenced by the processes of the Birmingham-bred John Baskerville, a master type-founder and printer, who owed much of his career to his beginnings. As a servant in a clergyman's house, it was his employer that discovered his penmanship talents and sent him to learn writing. Baskerville was illiterate but became very interested in calligraphy, and practised handwriting and inscription that was later echoed in strokes and embellishments in his printed typeface.

0/0  
SCORE

# Balance Size, Leading, and Line Length

- For the best reading experience, make your paragraphs wide enough to fit between 45 and 75 characters per line.
- Don't allow paragraphs of text to span the full width of the page.
- Play the Triangle game

# 05 Be Flexible

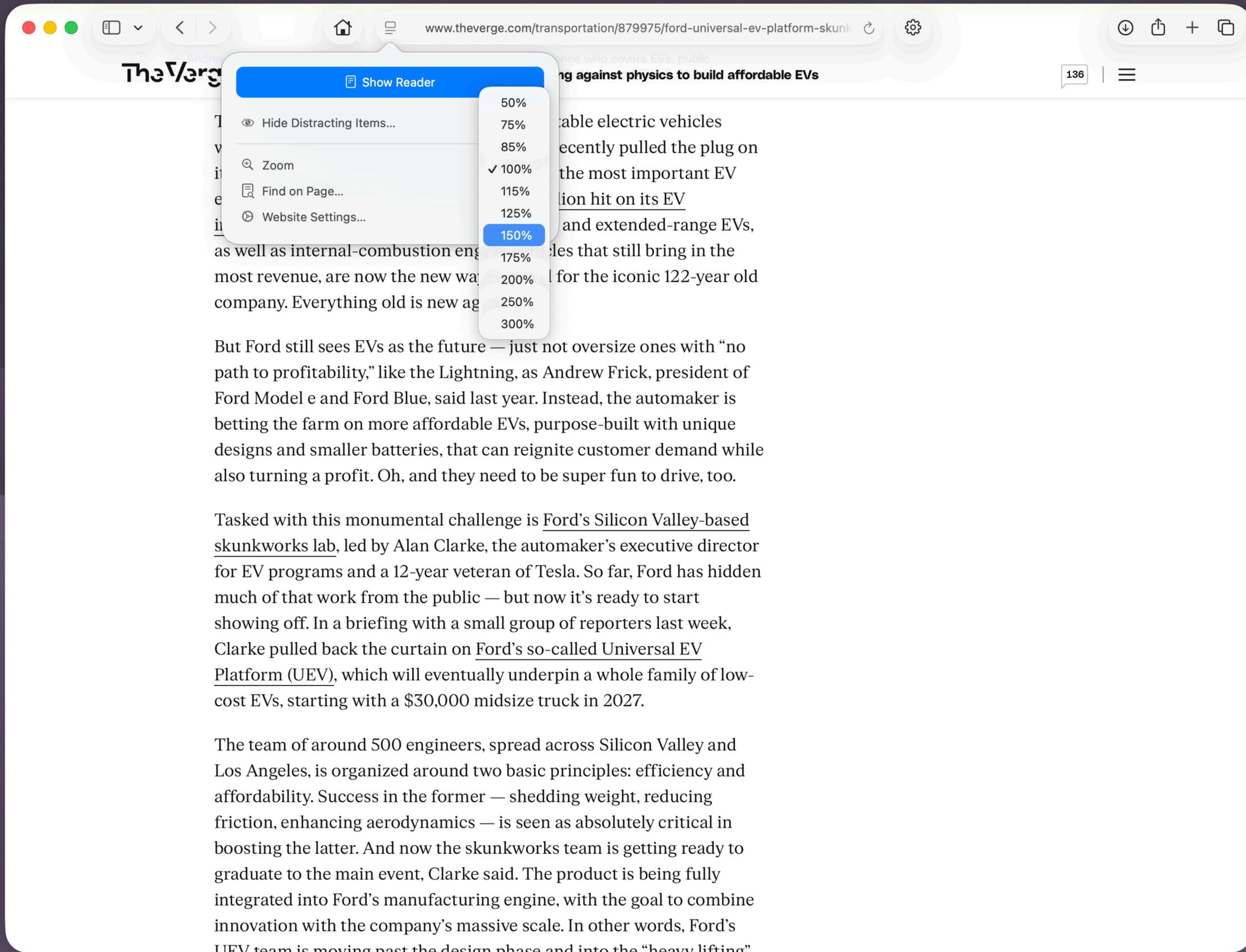


Image: Cath Virginia / The Verge, Getty Images

Text

Text size − +

Font Sans-serif Font weight Regular

Layout

Content width |↔|

Line spacing ↕

Advanced

Character spacing |A| Standard Wide

Word spacing A↔ Standard Wide

Text alignment ☰ ☰ ☰ ☰

[Reset defaults](#)

...+ years of experience who covers... aviation. His work has appeared in... City & State.

...remote assistants for its robotaxis after... executives during a Senate hearing... ed Markey (D-MA) on Tuesday, ...ations Ryan McNamara provided a... npany's remote assistance... ber of employees based overseas.

...“remote assistance agents” that are... ith half based in the US and the other... ara said. These agents “provide... y the [automated driving system] on... ter states. “Waymo’s [remote... vice and support to the Waymo Driver... er, or drive the vehicle.”

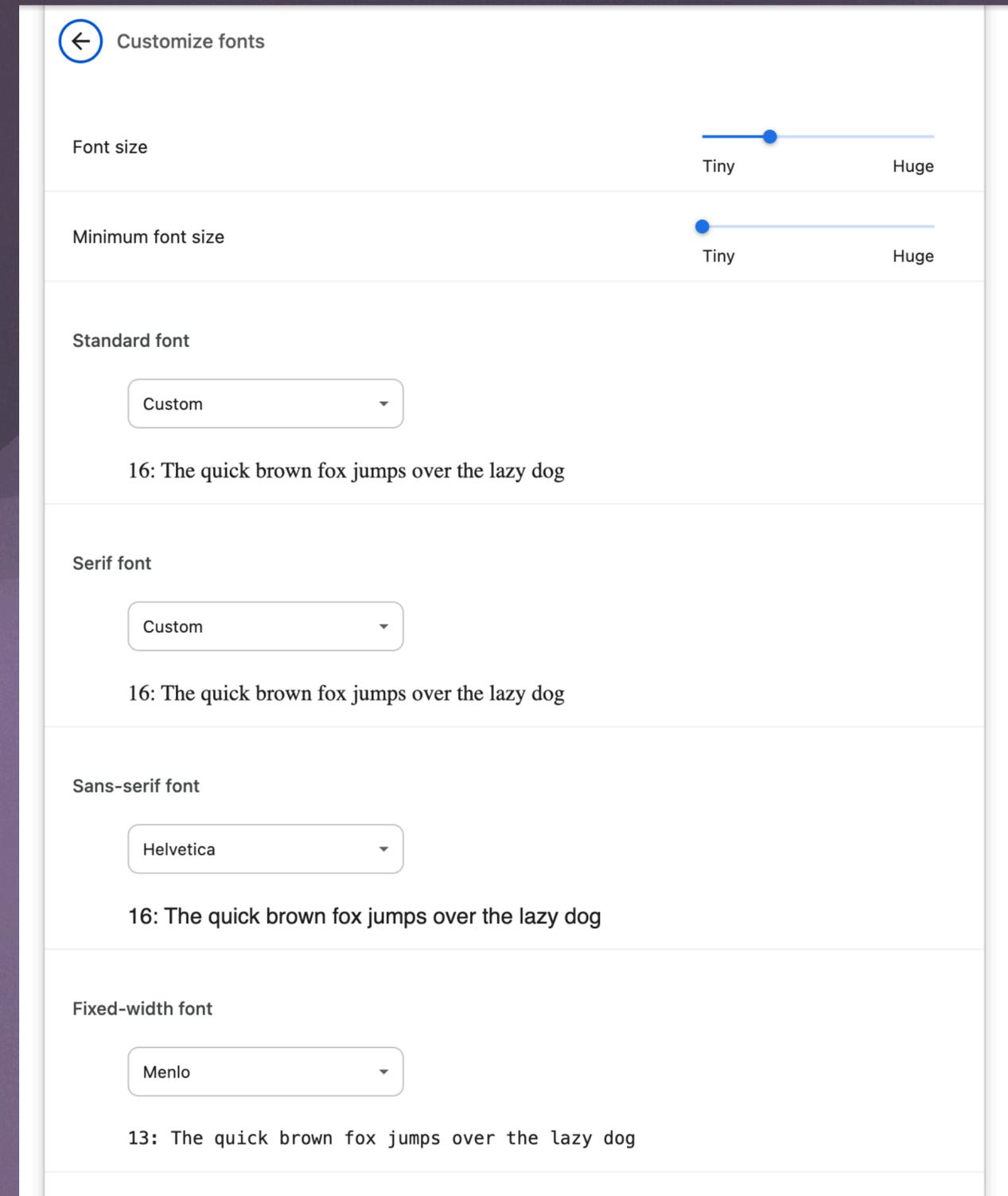
... agents provide advice and support... ot directly control, steer, or drive the

— Waymo’s head of global operations Ryan McNamara

Waymo has been on the defensive after numerous outlets reported on the Senate testimony as if the company had revealed some

# Be Flexible

- Design your pages so that exact text sizes do not matter as much.
- Maintaining hierarchy is much more important than exact font size.
- Text boxes should allow text to flow freely around other objects.
- Browser allow for a wide degree of customization of the appearance of type.
  - See preferences for Google Chrome pictured to the right.
- - o Designing for flexible height is a great match for designing for mobile devices.



06

Use Leading &  
Letter Spacing  
Effectively

# Get Active on the Beach this Spring with your own Beach Cruiser Bicycle

**ALL CRUISERS ARE ON SALE NOW**

SOME EXCEPTIONS APPLY

[VIEW SALE ITEMS](#) 

Default Leading & Letter Spacing Settings

# Get Active on the Beach this Spring with your own Beach Cruiser Bicycle

**ALL CRUISERS ARE ON SALE NOW**

SOME EXCEPTIONS APPLY

[VIEW SALE ITEMS](#) 

Modified Leading & Letter Spacing Settings

Get Active on the Beach this  
Spring with your own Beach  
Cruiser Bicycle

**ALL CRUISERS ARE ON SALE NOW**

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[VIEW SALE ITEMS](#) 

Get Active on the Beach this  
Spring with your own Beach  
Cruiser Bicycle

**ALL CRUISERS ARE ON SALE NOW**

SOME EXCEPTIONS APPLY

[VIEW SALE ITEMS](#) 

Default leading (too much room) applied to the  
headline, and default letter spacing in all-caps  
subhead (hard to read)

Tighter leading in the headline (better grouping) and  
additional letter spacing applied to all-caps subhead  
(easier to read)

Before

After

# Use Leading & Letter Spacing Effectively

- Tighten headlines to improve grouping and readability.
- Improving all-caps legibility by increasing tracking (letter-spacing in CSS)

Get Active on the Beach this  
Spring with your own Beach  
Cruiser Bicycle

**ALL CRUISERS ARE ON SALE NOW**

SOME EXCEPTIONS APPLY

[VIEW SALE ITEMS](#) ➤

Get Active on the Beach this  
Spring with your own Beach  
Cruiser Bicycle

**ALL CRUISERS ARE ON SALE NOW**

SOME EXCEPTIONS APPLY

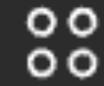
[VIEW SALE ITEMS](#) ➤

Default leading (too much room) applied to the headline, and default letter spacing in all-caps subhead (hard to read)

Tighter leading in the headline (better grouping) and additional letter spacing applied to all-caps subhead (easier to read)

# 07 Make Line-height Proportional; not a Fixed Value

## Typography



Open Sans



Light



18



Line height

Letter spacing

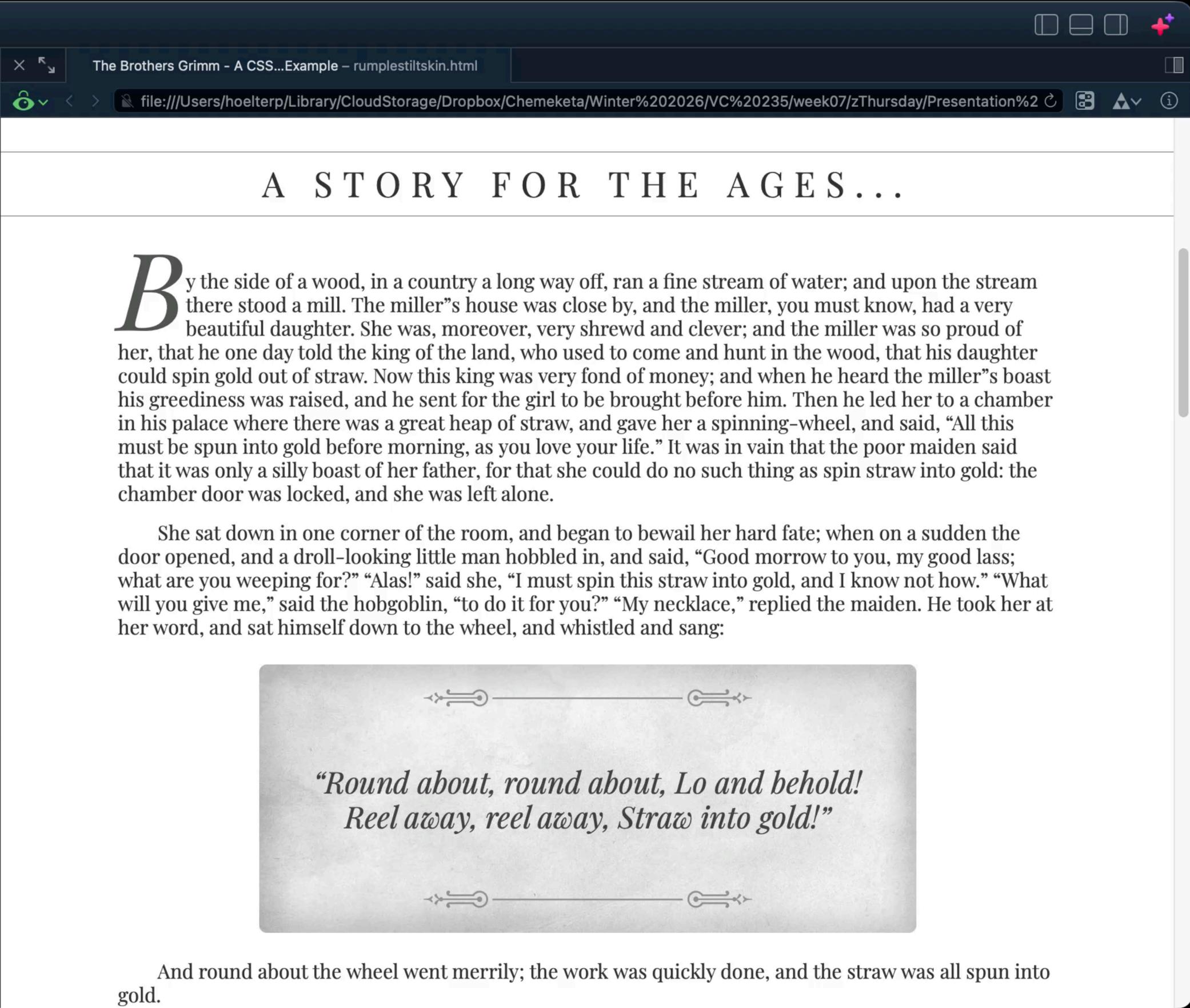
A 150%

| A | 0%

Alignment



```
50
51 em {
52     font-style: italic;
53 }
54
55 article p {
56     /* 1em = 16px = 12pt */
57     font-size: 1em;
58     line-height: 1.2em; /* default */
59     text-indent: 2em;
60     margin-bottom: .8em;
61     clear: both;
62 }
63
64 article section p:first-child {
65     text-indent: 0;
66 }
67
68 article section > p:first-child:first-letter {
69     display: block;
70     float: left;
71     font-size: 5.4em;
72     line-height: .34em;
73     margin-bottom: .2em;
74     font-style: italic;
75     color: #555;
76 }
77
```



The image shows a side-by-side comparison of CSS code and its rendered output. On the left, a code editor window titled 'Nova' displays CSS code for a file named 'rumplestiltskin.html'. The code defines styles for an 'em' element, an 'article p' element, and a 'first-letter' pseudo-class. On the right, a browser window titled 'The Brothers Grimm - A CSS...Example - rumplestiltskin.html' shows the rendered page. The page features a decorative illustration at the top, followed by a section header 'A STORY FOR THE AGES...' and a large block of text starting with a large, italicized, blue 'B'.

```
51 em {
52   font-style: italic;
53 }
54
55 article p {
56   /* 1em = 16px = 12pt */
57   font-size: 1.1em;
58   line-height: 170%;
59   text-indent: 2em;
60   margin-bottom: .8em;
61   clear: both;
62 }
63
64 article section p:first-child {
65   text-indent: 0;
66 }
67
68 article section > p:first-child:first-letter {
69   display: block;
70   float: left;
71   font-size: 5.4em;
72   line-height: .34em;
73   margin-bottom: .2em;
74   font-style: italic;
75   color: #555;
76 }
77
```

file:///Users/hoelterp/Library/CloudStorage/Dropbox/Chemeketa/Winter%202026/VC%20235/week07/zThursday/Presentation%20...  
A STORY FOR THE AGES...  
**B**y the side of a wood, in a country a long way off, ran a fine stream of water; and upon the stream there stood a mill. The miller's house was close by, and the miller, you must know, had a very beautiful daughter. She was, moreover, very shrewd and clever; and the miller was so proud of her, that he one day told the king of the land, who used to come and hunt in the wood, that his daughter could spin gold out of straw. Now this king was very fond of money; and when he heard the miller's boast his greediness was raised, and he sent for the girl to be brought before him. Then he led her to a chamber in his palace where there was a great heap of straw, and gave her a spinning-wheel, and said, "All this must be spun into gold before morning, as you love your life." It was in vain that the poor maiden said that it was only a silly boast of her father, for that she could do no such thing as spin straw into gold: the chamber door was locked, and she was left alone.

She sat down in one corner of the room, and began to bewail her hard fate; when on a sudden the door opened, and a droll-looking little man hobbled in, and said, "Good morrow to you, my good lass; what are you weeping for?" "Alas!" said she, "I must spin this straw into gold, and I know not how." "What will you give me," said the hobgoblin, "to do it for you?" "My necklace," replied the maiden. He took her at her word, and sat himself down to the wheel, and whistled and sang:

\* Replace

AB

Replace

All

```
50
51 em {
52   font-style: italic;
53 }
54
55 article p {
56   /* 1em = 16px = 12pt */
57   font-size: 1.1em;
58   line-height: 170%;
59   text-indent: 2em;
60   margin-bottom: .8em;
61   clear: both;
62 }
63
64 article section p:first-child {
65   text-indent: 0;
66 }
67
68 article section > p:first-child:first-letter {
69   display: block;
70   float: left;
```

## Typography



Libre Baskerville

Regular

18

Line height

Letter spacing

A 170%

|A| 0%

Alignment

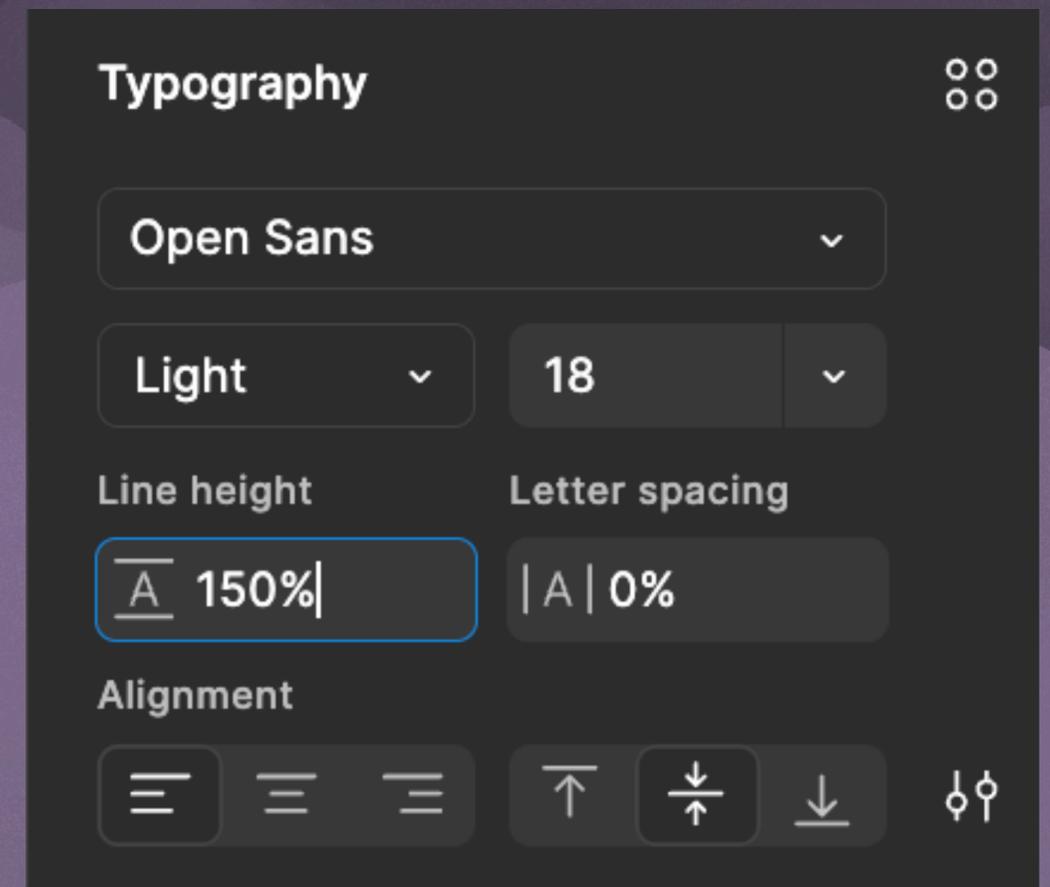


as you love your life." It was in vain  
father, for that she could do no such  
and she was left alone.

She sat down in one corner of

# Make Line-height Proportional; not a Fixed Value

- Use percentages to specify line-height, allowing it to proportionally scale with the size of type (see tip 5).
- Figma allows for direct entry of percentages in the Line Height field.
- The default is rarely the right choice, just like in print.
  - InDesign's default leading is 120% (10/12, for example)
- Setting line height is a balance of it, font size, and line length (see tip 4).



# 08 All You Need is Five Fonts

# All you need is five fonts

- A geometric sans serif
- A high-quality serif for long text
- A workhorse font
- A web safe font
- A variable font

**Gilroy**

Meta Serif Pro

Roboto

Georgia

Work Sans

## **Futura**

Times New Roman

Helvetica

Bodoni

Century

## **Gilroy**

Meta Serif Pro

Roboto

Georgia

Work Sans

Proxima Nova

**Libre Baskerville**

Open Sans

Verdana / Georgia

Noto Sans

# What are Variable Fonts?

fonts.google.com/specimen/Roboto/tester

Google Fonts Search fonts

Specimen Type tester About License Glyphs & languages Get font

# Roboto

Designed by [Christian Robertson](#), [Paratype](#), [Font Bureau](#) [Learn more about variable fonts](#)

Select preview text: Writing system Language

Variable Axes

Italic

Weight

Width

Custom 36px

## Whereas recognition of the inherent dignity

No one shall be subjected to arbitrary arrest, detention or exile. Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him. No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks.

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance. Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

09

Don't Be Afraid of  
Using a Classic  
Web Safe Typeface

# Classic Font Lists

<b>Font Family</b>	<b>CSS Font List</b>
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

# Don't Be Afraid of Using a Classic Web Safe Typeface

- While not cutting edge, many of these are still very good typefaces for web use.
- You can generally assume that most (if not all) devices will have these typefaces installed.
- They also do not require the use of a font service, speeding up load times and reducing the amount of tracking done to your users (by just a bit).

10

Design  
Typographic  
Systems

TECH REPORT

# The RAM shortage is coming for everything you care about

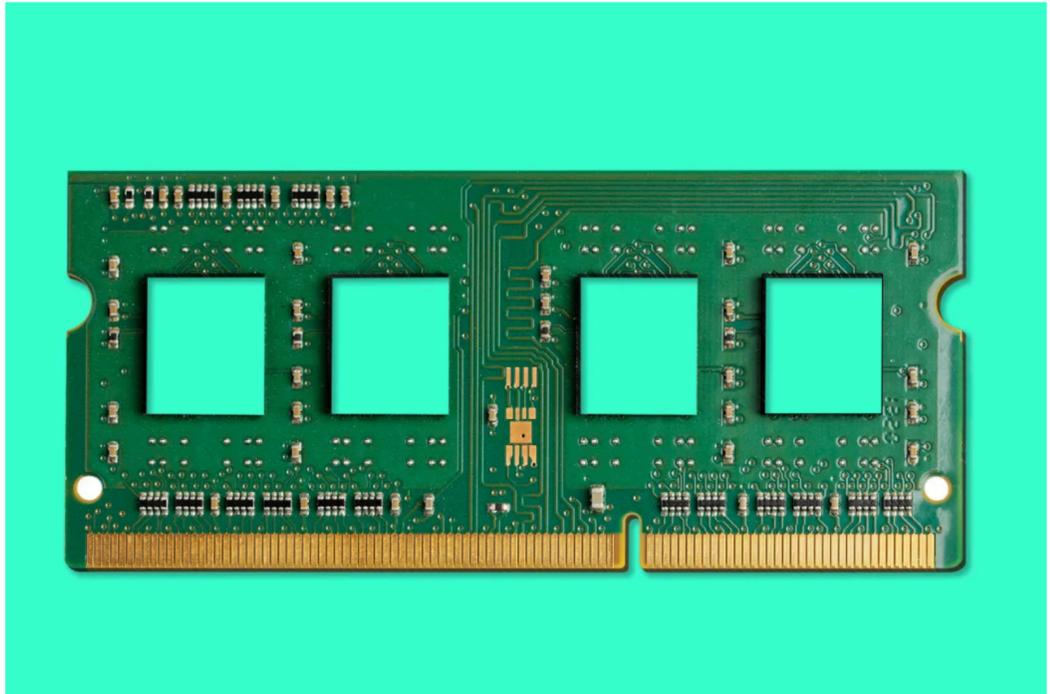


Image: Cath Virginia / The Verge, Getty Images

/ It's not just desktops, it's phones and laptops and consoles, and it's getting worse.

by [Sean Hollister](#)  
Feb 19, 2026 at 5:00 AM PST

[Link](#) [Share](#) [Gift](#) | **20** Comments (All New)

Part Of  
**RAM price hikes: the latest on the global memory shortage**  
SEE ALL UPDATES →



[Sean Hollister](#) is a senior editor and founding member of The Verge who covers gadgets, games, and toys. He spent 15 years editing the likes of CNET, Gizmodo, and Engadget.

**M**aybe you've heard: Memory is *expensive* now. The price of RAM has tripled, quadrupled, even sextupled depending on the type of chip, all because AI companies are gobbling it up.

TECH GADGETS NEWS

# Dyson turned its skinny PencilVac into a lightweight wet floor cleaner



/ The new PencilWash's handle is just 1.5-inches in diameter, letting the cleaner squeeze and clean under furniture, too.

by [Andrew Liszewski](#)  
Feb 18, 2026 at 3:01 PM PST

[Link](#) [Share](#) [Gift](#) | [5 Comments \(All New\)](#)

The PencilWash is designed to be lightweight and maneuverable. Image: Dyson

[Andrew Liszewski](#) is a senior reporter who's been covering and reviewing the latest gadgets and tech since 2006, but has loved all things electronic since he was a kid.

Dyson has announced an alternate version of its skinny PencilVac that's designed to clean spills and stains on hard floors instead of sucking up dirt and debris. Like the PencilVac, which Dyson called "world's slimmest vacuum cleaner" when it was announced nine months ago, the new PencilWash squeezes a battery, motor, and other electronics into its 1.5-inch-diameter handle. But it trades a dust bin for a water reservoir located in its larger cleaning head featuring a single

+ COLUMN + AI + GAMING

# AI can't make good video game worlds yet, and it might never be able to



Image generated by Project Genie

/ Project Genie is an underwhelming glimpse into what may come.

by + Jay Peters  
Feb 15, 2026 at 5:00 AM PST

38 Comments (All New)

+ Jay Peters is a senior reporter covering technology, gaming, and more. He joined The Verge in 2019 after nearly two years at Techmeme.

*This is The Stepback, a weekly newsletter breaking down one essential story from the tech world. For more news about video game industry's pushback against generative AI, follow Jay Peters. The Stepback arrives in our subscribers' inboxes at 8AM ET. Opt in for The Stepback here.*

## How it started

# Toyota's C-HR electric hatchback starts at \$38,135



Image: Toyota

/ The electric hatchback won't be as affordable as expected, but it makes up for it with variety.

by [Andrew J. Hawkins](#)  
Feb 18, 2026 at 7:00 AM PST

[Link](#) [Share](#) [Gift](#) | [24 Comments \(All New\)](#)

[Andrew J. Hawkins](#) is transportation editor with 10+ years of experience who covers EVs, public transportation, and aviation. His work has appeared in The New York Daily News and City & State.

Toyota is on an EV roll these days, introducing the newly all-electric, three-row Highlander SUV, and giving us a fuller picture of the bZ Woodland wagon. Now, the Japanese auto giant is completing the triumvirate with a full detail breakdown of the upcoming C-HR hatchback.

We already knew that the C-HR won't be as affordable as we originally thought, coming in at \$38,135 (including destination fee) for the base



www.theverge.com/transportation/880395/toyota-chr-ev-price-range-specs

TRANSPORTATION NEWS CARS

## Toyota's C-HR electric hatchback starts at \$38,135



Image: Toyota

Andrew J. Hawkins is transportation editor at The Verge, covering transportation, and aviation. His work has appeared in *Wired*, *Fast Company*, and *Aviation Week*.

Toyota is on an EV roll these days. It's got the [three-row Highlander SUV](#), the [Woodland wagon](#). Now, the automaker is adding to the triumvirate with a full detail hatchback.

We already knew that the C-HR was coming, but not at this price. It was thought, coming in at \$38,135.

The electric hatchback won't be as affordable as expected, but it's still a good sign for the EV market.

www.theverge.com/tech/880594/dyson-pencilwash-wet-floor-cleaner-thin-b

TECH GADGETS NEWS

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www.theverge.com/column/879524/ai-video-game-worlds-project-genie

COLUMN AI GAMING

## AI can't make good video game worlds yet, and it might never be able to



AI-GENERATED IMAGE

Image generated by Project Genie

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### How it started

www.theverge.com/tech/880812/ramageddon-ram-shortage-memory-crisis

TECH REPORT

## The RAM shortage is coming for everything you care about

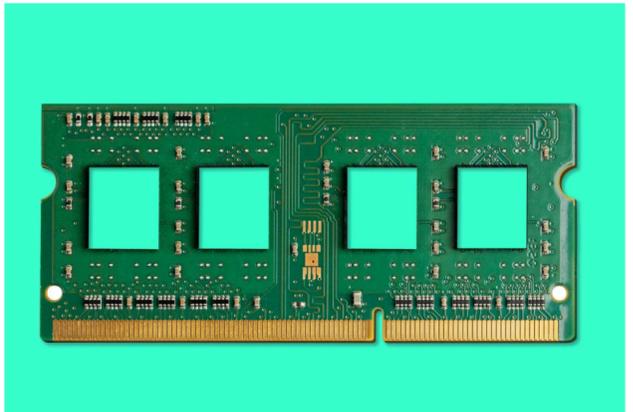


Image: Cath Virginia / The Verge, Getty Images

by Sean Hollister  
Feb 19, 2026 at 5:00 AM PST

20 Comments (All New)

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Part Of **RAM price hikes: the latest on the global memory shortage**

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Image: Toyota

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We already knew that the C-HR won't be as affordable as we originally thought, coming in at \$38,135 (including destination fee) for the base

**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)



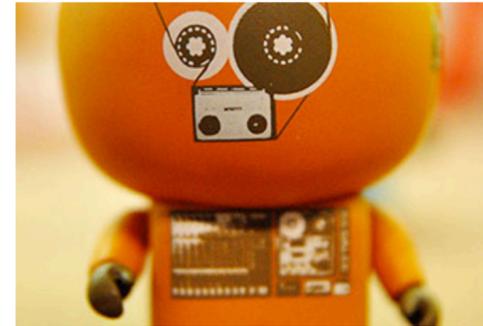
**LIGHT PAINTING**

**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](#)

## 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



**LIGHT PAINTING**

# Capturing Light with Long Exposure

BY ROBIN JEFFERIES

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)



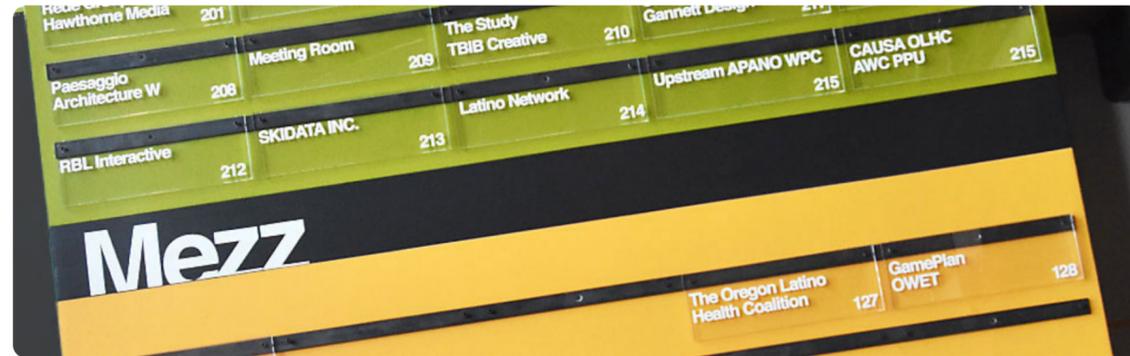
**LIGHT PAINTING**

## 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**



## Working with Responsive Patterns

11 JAN 2016

*Don't write code once and forget it. Create re-usable modules of HTML/CSS to speed up Web site development.*

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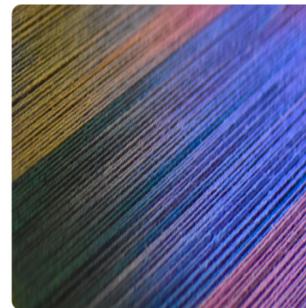


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02 JAN 2016

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24 DEC 2015

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04 DEC 2015

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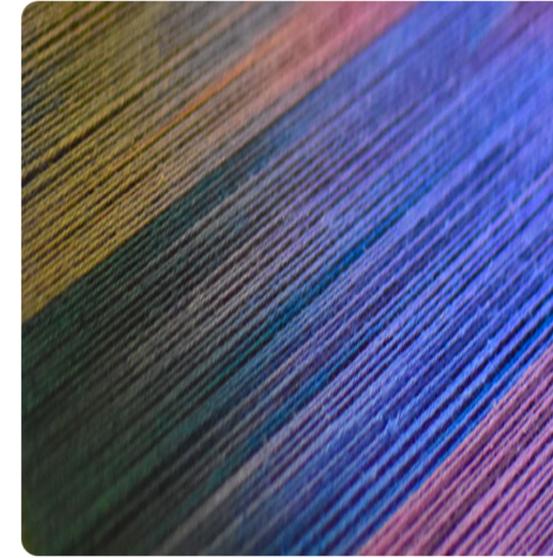


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<b>Building Type:</b>	Detached House
<b>Year Of Construction:</b>	2012
<b>Listing Price:</b>	\$750,000
<b>Address:</b>	742 Evergreen Terrace
<b>Bedrooms:</b>	3
<b>Bathrooms:</b>	2
<b>Real Estate Agent:</b>	Tiffany Heffner
<b>Contact:</b>	(555) 555-4321



**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



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REALTOR



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# Design Typographic Systems

- Remember that you are creating a system of typography, not one-off styling.
- Every typography decision you make will be repeated many, many times across the entire website.
- Since we are essentially writing CSS rules, those rules will be applied to every instance of that type of content.
  - `<h1>`, `<h2>`, `<p>`, `<li>`, etc.
- Some much of the web is just typography—taking time to craft good type is critical to a good design.
- Sometimes adjustments will be made for context, but the core visual typographic language will remain the same.

11

Putting it All  
Together

# Refactoring UI

Content