

Beautiful (& Responsive) Web Typography

Designing for Readability & Meaning on Any Screen

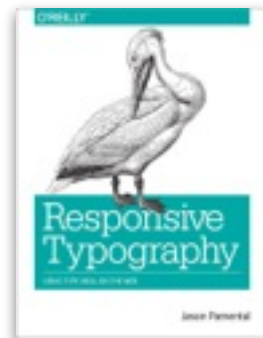
Who Am I?

+ Co-founder of **h+w**
a design company

+ Tinkerer with



+ Author of this



+ Co-parent of



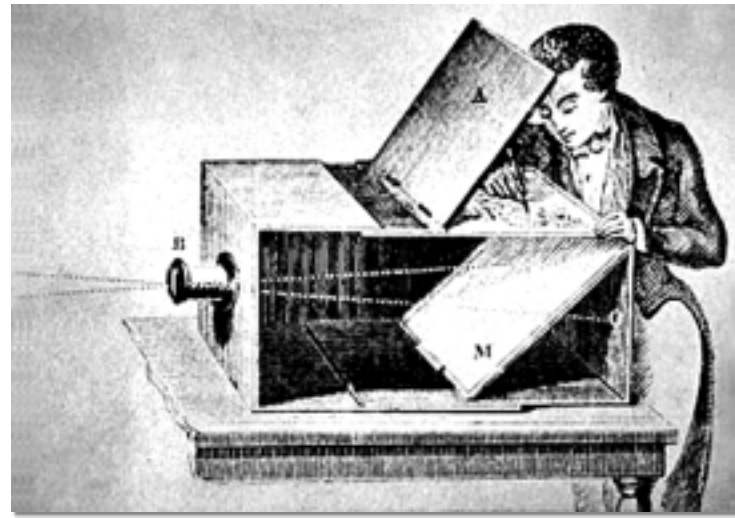
What We'll Cover

- + Lies & deceptions
- + An honest reconciliation
- + What is Responsive Typography
- + Making your typography responsive
- + Prototypes trump promises

Art & Technology: A Historical Romance



DaVinci?
That guy would code



Vermeer:
Master or Technician?



Tim Jenison
Artist or Inventor?

Is Tim an artist or is Tim an inventor? I think the problem is not trying to pick one of these things for Tim to be – *the problem is that we have that distinction*

-Penn Jillette in 'Tim's Vermeer'

Art is inherently tied to the technology we use to create it

No matter how much we try to ignore it

**When is our industry going stop calling it
“web” typography?**

@sblakeborough, via twitter

We can't.

- + Encompasses all of what you know about type & its use, but
- + Typography on the web requires additional consideration (art & science)
- + Our canvas is fluid; constantly expanding & contracting
- + Reading on screens will only increase

**It's not what we don't know
that'll kill us**

It's what we willfully ignore

A Long Road to a Make-Believe Place

- + We prop up our vision of the world with tricks & misconceptions



A Long Road to a Make-Believe Place

- + We prop up our vision of the world with tricks & misconceptions

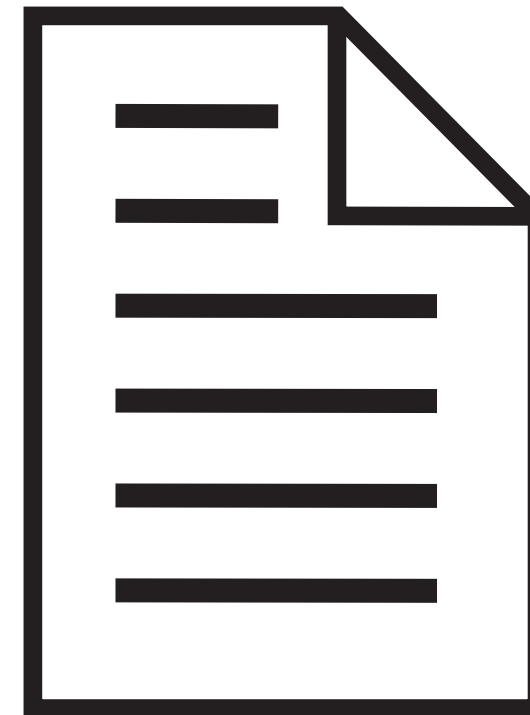


A Long Road to a Make-Believe Place

- + We prop up our vision of the world with tricks & misconceptions

“A page is not a valuable concept even for someone who wants to read a book.”

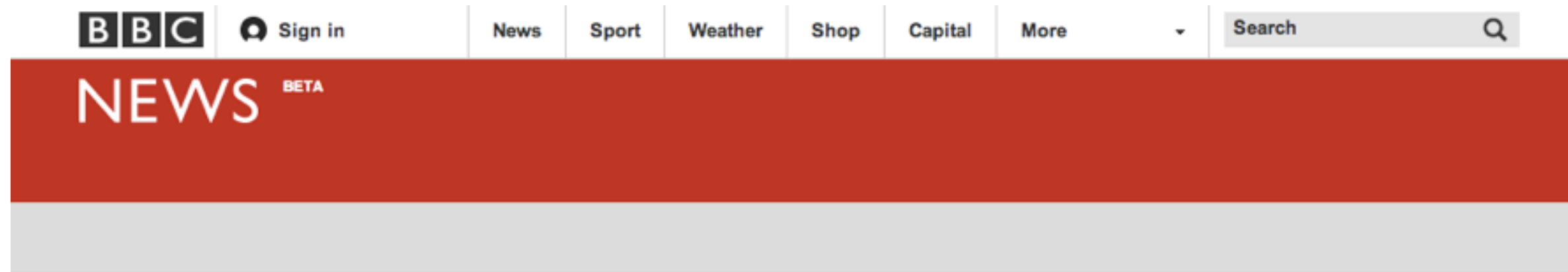
Jeff Eaton (@eaton)



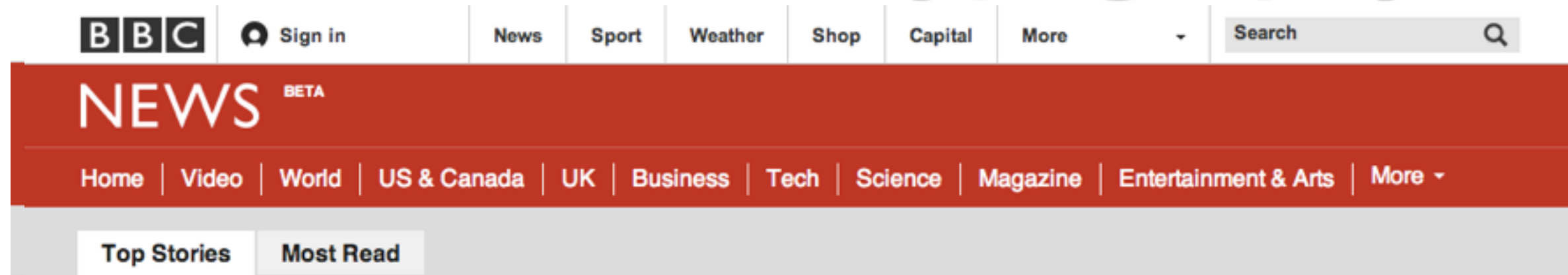
Take Away What We Can't Know

- + Screen size
- + Device capabilities
- + Concurrent activities
- + Depth of focus
- + Purpose of visit

Focus on What's Left: Typography



Focus on What's Left: Typography



Military observer freed in Ukraine



One European military observer has been freed in Sloviansk where pro-Russian separatists are holding the rest of the team, detained on Friday.

🕒 29 minutes ago | [Europe](#)



Vatican declares two popes saints

Pope Francis declares Popes John Paul II and John XXIII saints, praising them as "men of courage" in front of a crowd of hundreds of thousands.

🕒 9 hours ago | [Europe](#)



Britain is now 'post-Christian'

Features & Analysis



Searching for my son

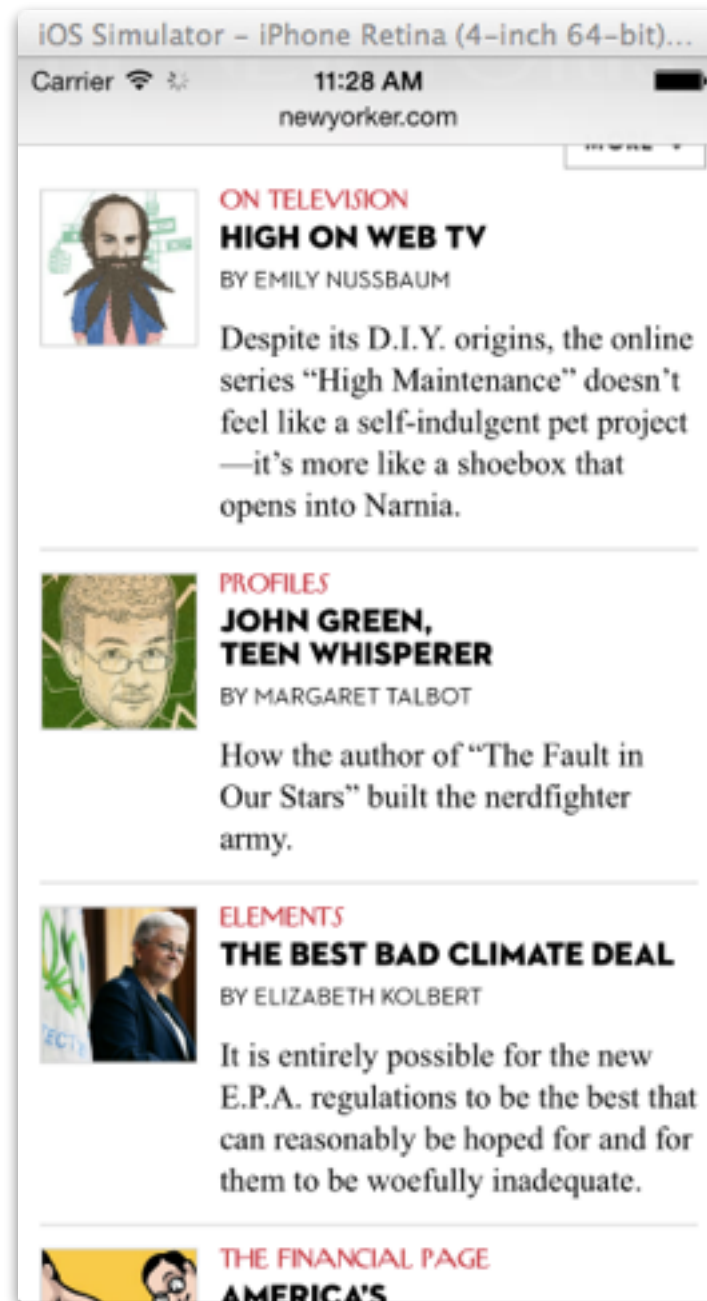
A US veteran returns to find the unborn child he left in Vietnam



Focus on What's Left: Typography



Focus on What's Left: Typography



Four Simple Steps

- + **Performance:** select fonts with **care**, load what you need & don't block the page draw
- + **Progressive:** plan for failure, tune up the **loading** process & fallback fonts to minimize **FOUT**
- + **Proportion:** small screens demand **subtle scale**
- + **Polish:** Design **/S** the details: **OpenType** & then some

Performance Matters

- + Great typography isn't 'I used all of them'
- + Load only what you need

Trade Gothic Next LT Pro **Bold**

this is a typeface *this is a font*

- + Each font has a performance cost, so **budget wisely**

Performance Matters

The screenshot shows the Adobe Typekit Editor interface for a kit named "Responsive Typography | Typekit". The URL in the browser is https://typekit.com/kit_editor/kits/yjh7qxn#family-dxzd. The interface includes a left sidebar with sections for Selectors, Language Support, Weights & Styles, and CSS Stack. The main area displays a welcome message and two font preview cards: "Franklin Gothic URW by URW++" and "Quatro Slab by ps Type". The "Quatro Slab" card is highlighted in green. At the bottom, a dark bar shows the "Kit size: 449K" (circled in orange), "2 fonts, 2 selectors, for Responsive Typography", and a "Publish" button. A notification bubble indicates that changes won't be live until published.

Responsive Typography | Typekit

https://typekit.com/kit_editor/kits/yjh7qxn#family-dxzd

Adobe Typekit Editor [Embed Code](#) [Kit Settings](#)

Selectors

[Add](#)

[.tk-quatro-slab](#)

[Using fonts in CSS](#)

Welcome! Here's how to use fonts:

In the left column, use the *Selectors* section to apply fonts to any [HTML tag](#), [class](#), or [id](#). You can also add the default class to your markup. Then, click Publish to see those changes on your site.

Language Support

☐ All Characters 299k

☒ Default 261k

[Which should I choose?](#)

Franklin Gothic URW by URW++ [Delete this font](#)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Quatro Slab by ps Type [Delete this font](#)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw

Weights & Styles 10/10

Include these in your kit:

- ☒ Regular 32k
- ☒ Italic 34k
- ☒ Medium 21k
- ☒ Medium Italic 23k
- ☒ Semibold 21k
- ☒ Semibold Italic 22k
- ☒ Bold 31k
- ☒ Bold Italic 34k
- ☒ Ultra Black 21k
- ☒ Ultra Black Italic 22k

[Using weights & styles in your CSS](#)

CSS Stack

Kit size: 449K 2 fonts, 2 selectors, for Responsive Typography

[Publish](#)

Changes won't be live on your site until you publish them.

Performance Matters

The screenshot shows the Adobe Typekit Editor interface. The left sidebar contains sections for Selectors, Language Support, and Weights & Styles. The main area displays two font kits: Franklin Gothic URW and Quatro Slab. The bottom of the interface shows the kit size as 121K, which is circled in orange. A 'Publish' button is visible in the bottom right corner.

Responsive Typography | Typekit

https://typekit.com/kit_editor/kits/yjh7qxn#family-dxzd

Adobe Typekit Editor [Embed Code](#) [Kit Settings](#)

Selectors

[Add](#)

`.tk-franklin-gothic-urw`

[Using fonts in CSS](#)

Welcome! Here's how to use fonts:

In the left column, use the *Selectors* section to apply fonts to any **HTML tag**, **class**, or **id**. You can also add the default class to your markup. Then, click Publish to see those changes on your site.

Language Support

☐ All Characters 172k

☒ Default 90k

[Which should I choose?](#)

Franklin Gothic URW by URW++ [Delete this font](#)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Quatro Slab by ps Type [Delete this font](#)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw

Weights & Styles 4/9

Include these in your kit:

- ☐ Light 21k
- ☒ Book 23k
- ☒ Book Italic 23k
- ☐ Medium 23k
- ☐ Medium Italic 23k
- ☒ Demi 22k
- ☒ Demi Italic 22k
- ☐ Heavy 15k
- ☐ Heavy Italic 16k

[Using weights & styles in your CSS](#)

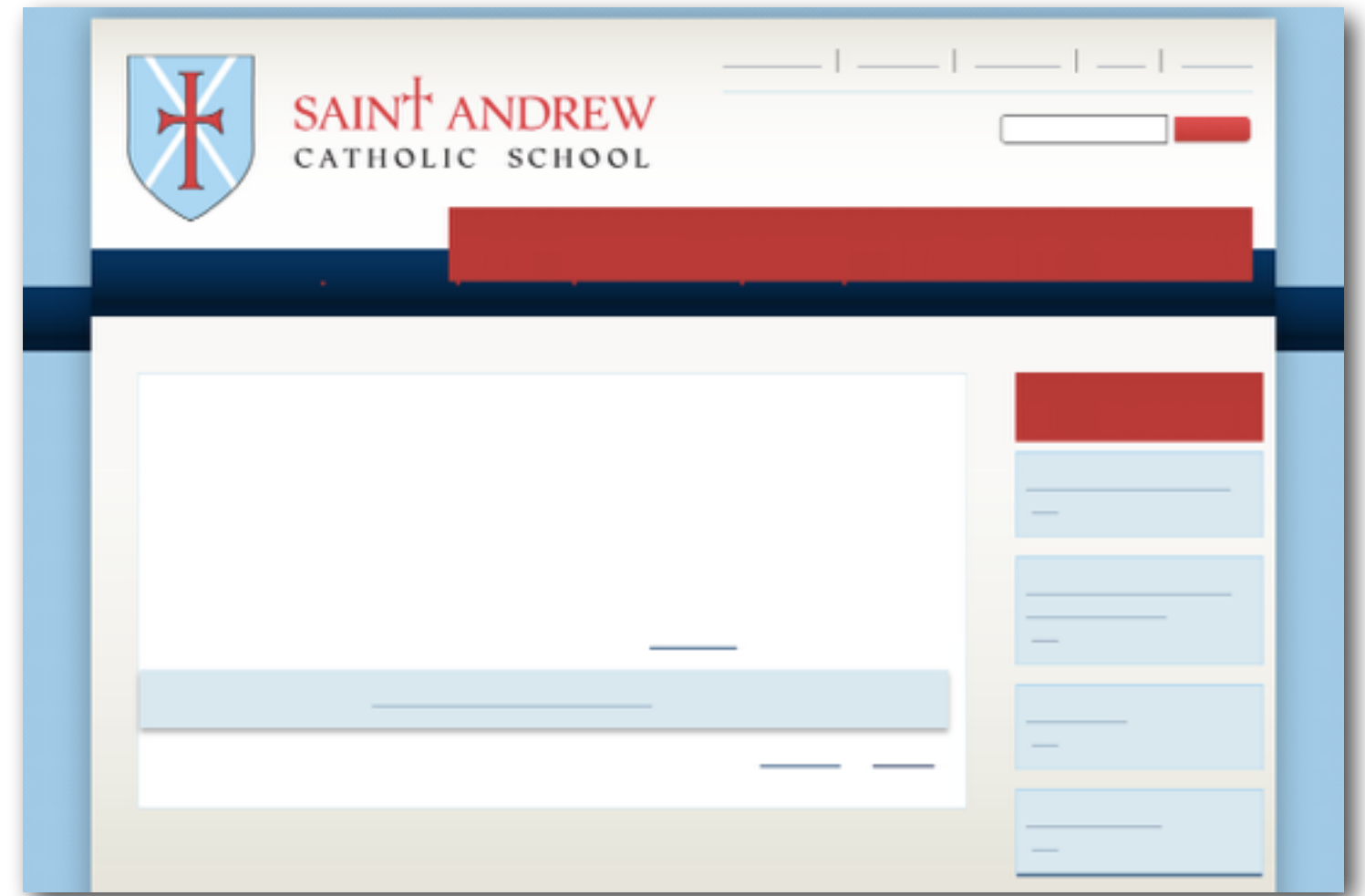
CSS Stack

Kit size: 121K 2 fonts, 2 selectors, for Responsive Typography

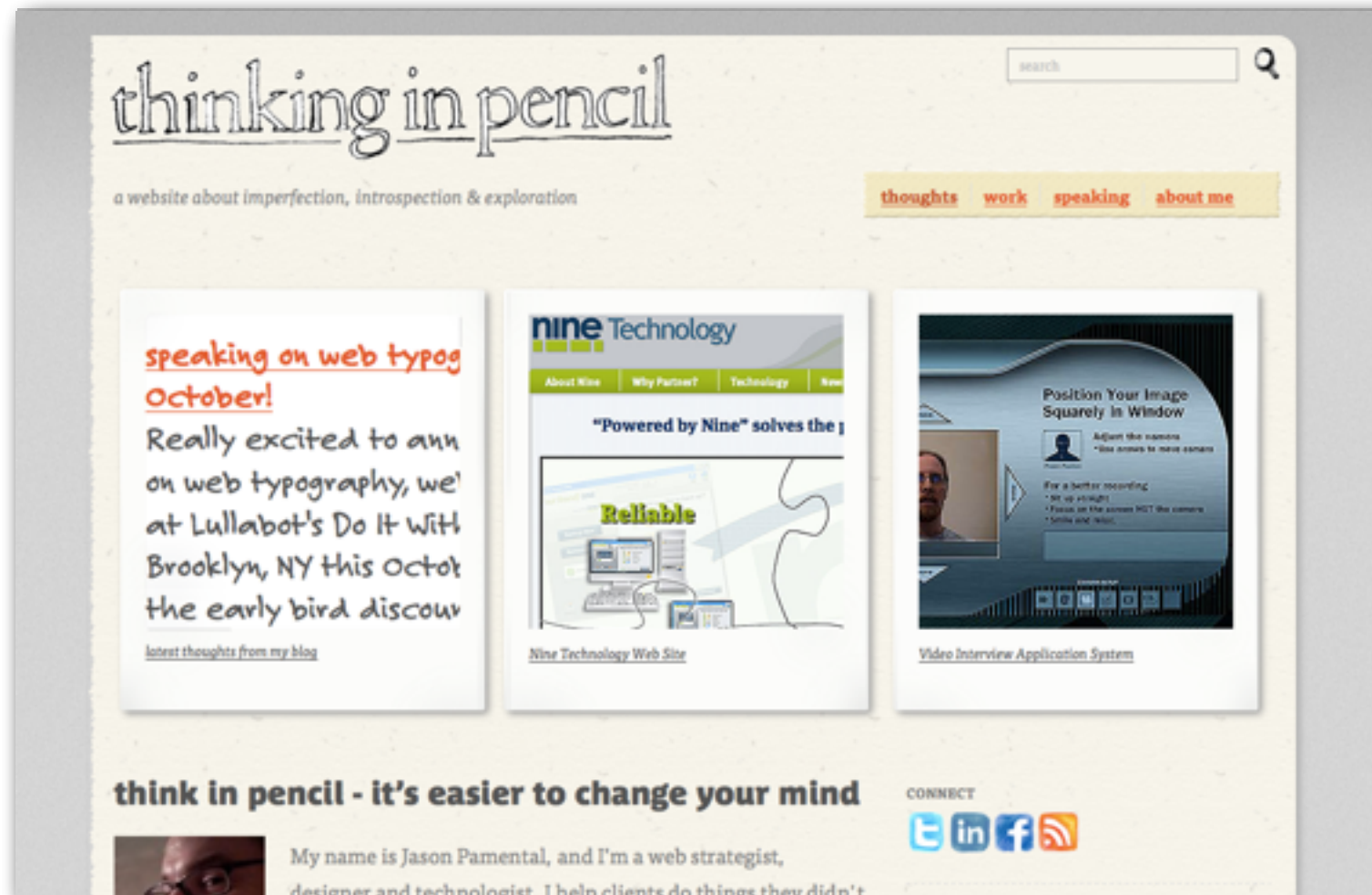
[Publish](#)

Changes won't be live on your site until you publish them.

FOUT is *OUR* fault



FOUT is *OUR* fault



FOUT is *OUR* fault

- + Use these: `.wf-inactive` / `.wf-active`
- + This CSS results in a blank screen during load:

```
body { font-family: "Trade Gothic", helvetica, arial; }
```
- + Add this & give them content, then fonts:

```
.wf-inactive body { font-family: helvetica, arial; }
```
- + Adjust **font-size**, **line-height**, **letter-spacing** to avoid jumpiness
- + Making it easy since **2010**

Progressively Enhance



Web fonts loaded

Progressively Enhance



No web fonts, uncorrected

Progressively Enhance



No web fonts, corrected

Progressively Enhance



Web fonts loaded

Progressively Enhance

```
<!-- NEEDED -->
<script type="text/javascript">
  WebFontConfig = {
    google: { families: [ 'Roboto Slab:700', 'Roboto:400,400italic,700italic,700' ] }
  };
  (function() {
    var wf = document.createElement('script');
    wf.src = ('https:' == document.location.protocol ? 'https' : 'http') +
      '://ajax.googleapis.com/ajax/libs/webfont/1/webfont.js';
    wf.type = 'text/javascript';
    wf.async = 'true';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(wf, s);
  })();
</script>

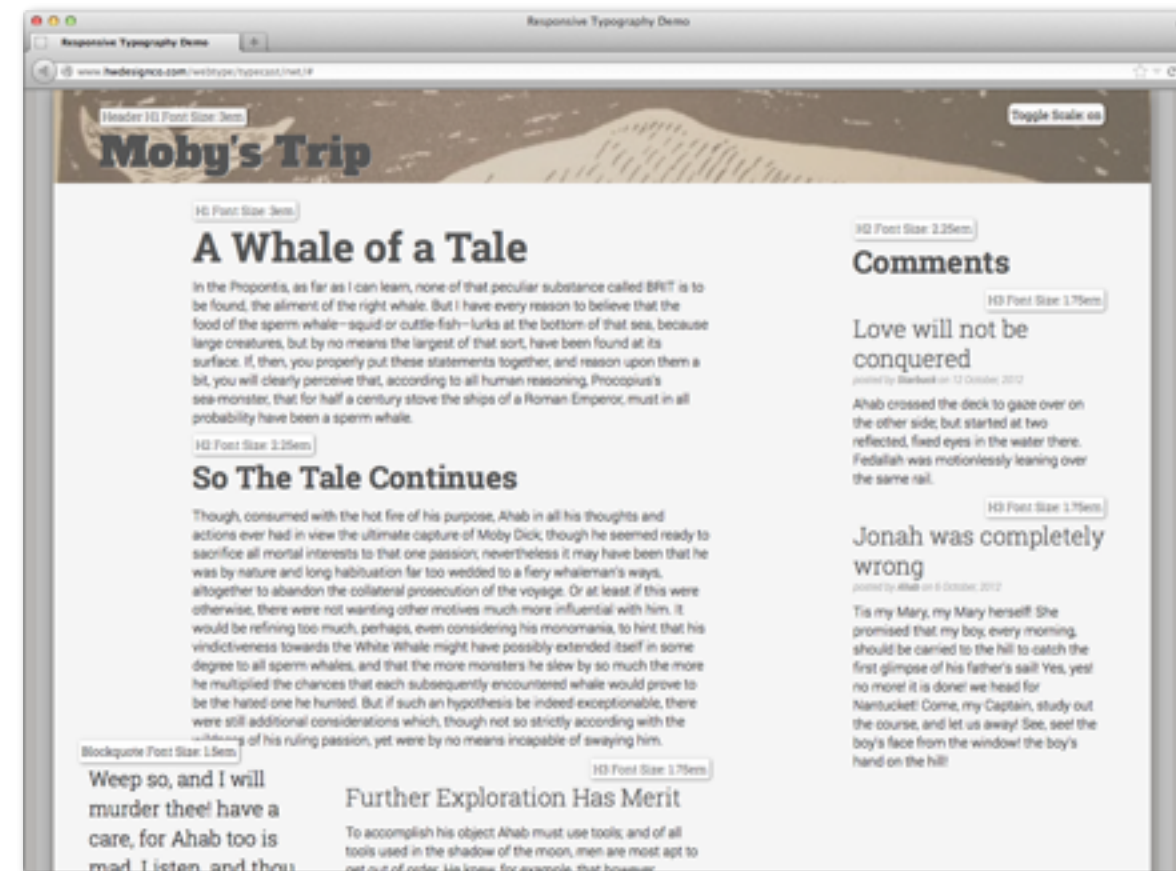
<!-- NEEDED FOR NO JS AVAILABILITY -->
<noscript>
  <!-- Use this in as a fallback to no javascript being available -->
  <link href='http://fonts.googleapis.com/css?family=Roboto+Slab:700|Roboto:400,400italic,700italic,700'
    rel='stylesheet' type='text/css'>
</noscript>
```

Proportion: one size won't do

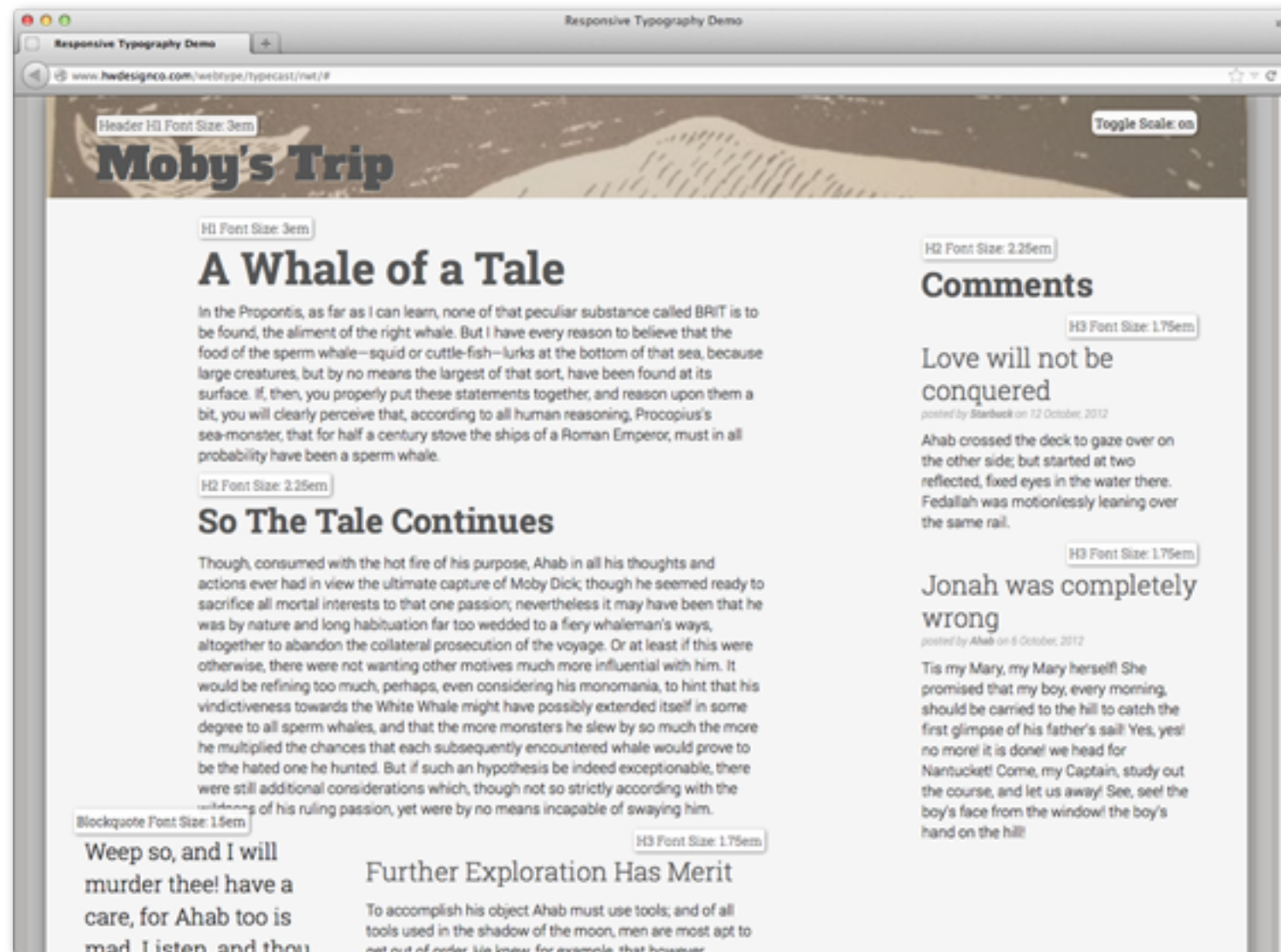
	1	1.25		
DESKTOP	H_1		H_2	H_3
	3	1.05	2.25	1.25
MOBILE	H_1		H_2	H_3
	2	1.25	1.625	1.15384615

Desktop geese & handheld gander

- + Small canvas requires subtle proportions
- + What works in print... works in print
- + Robert Bringhurst matters, but scale must adapt



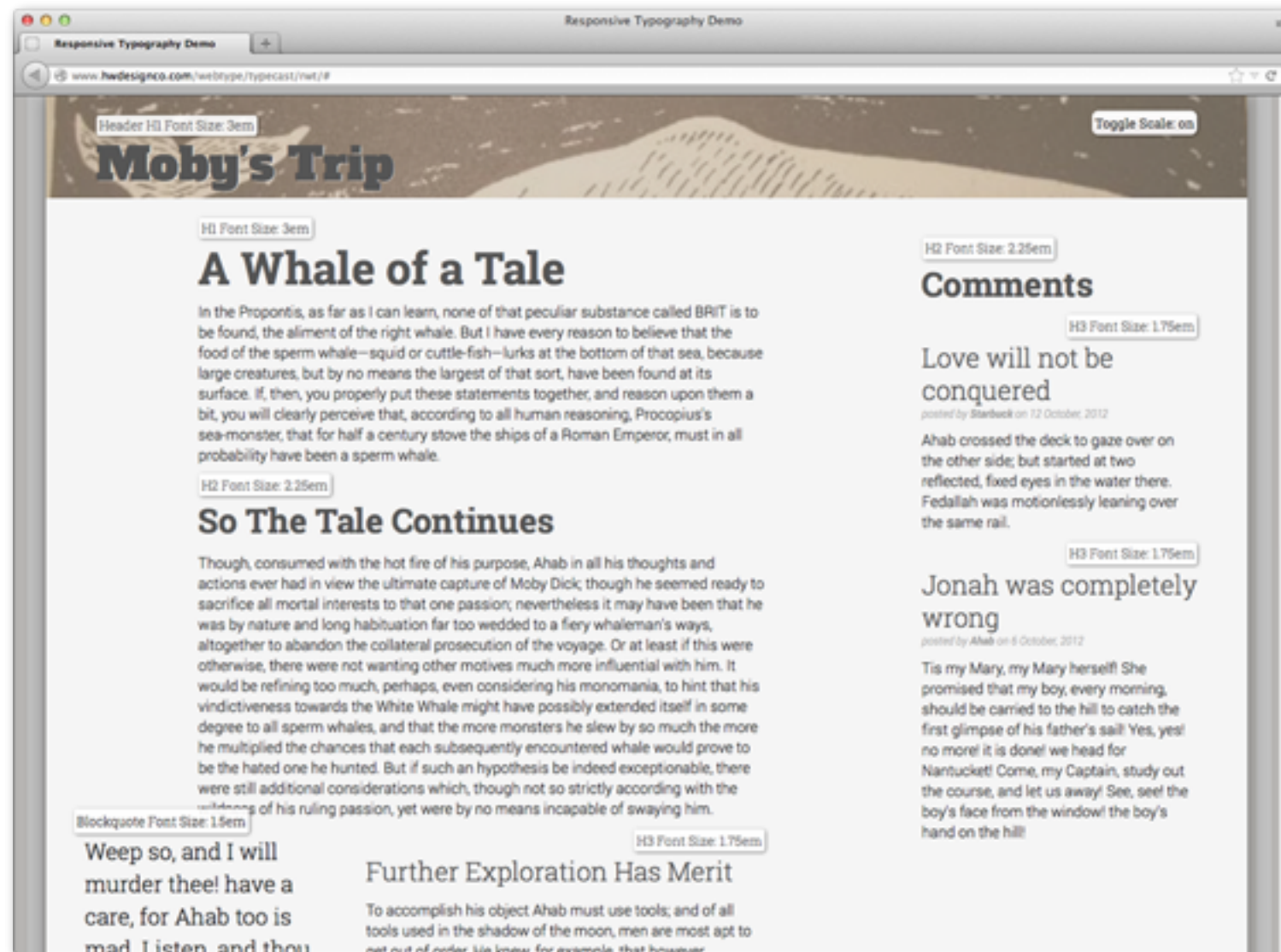
For example...



<http://bit.ly/jprwt>

hwdesignco.com | @jpamental | Future Insights Live | #FILIVE

For example...



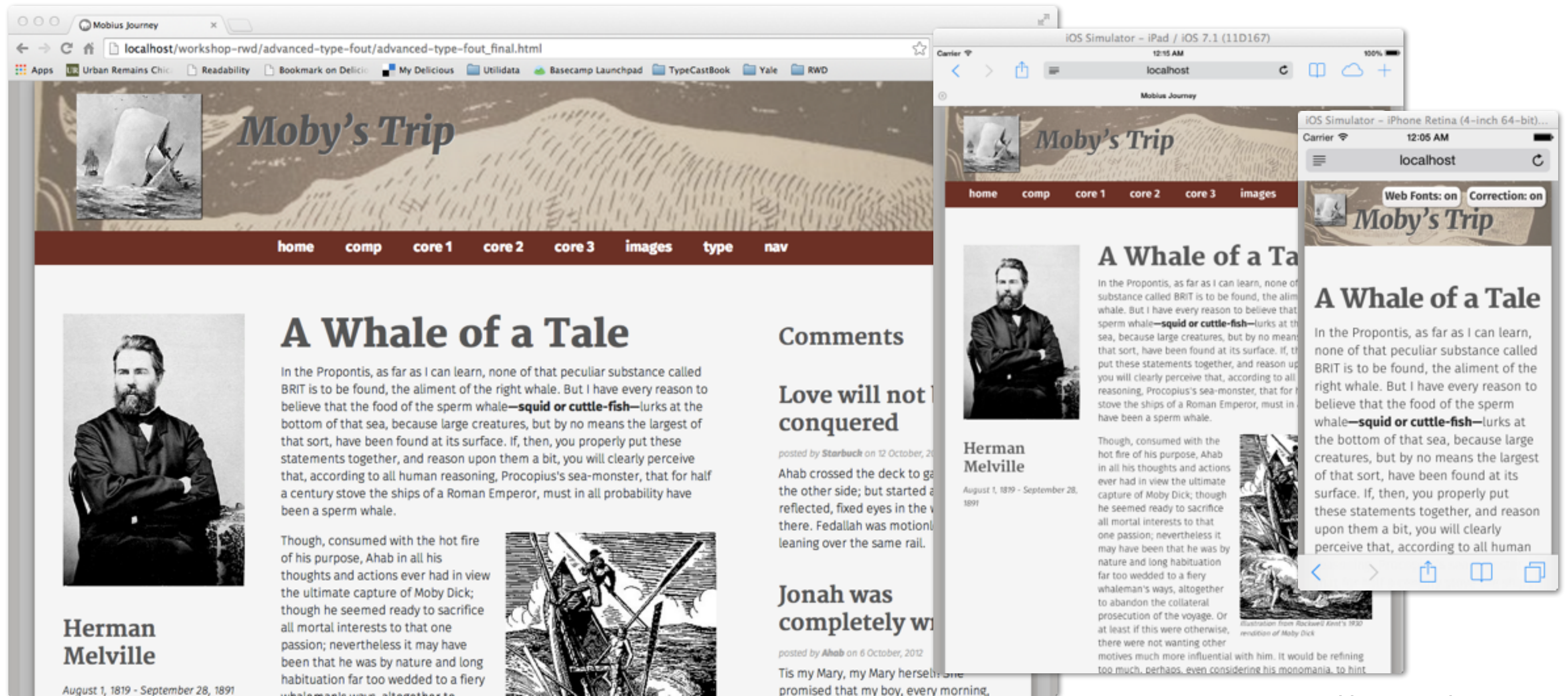
<http://bit.ly/jprwt>

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A More Modern Scale

	Print	Desktop (large)	Desktop	Tablet (large)	Tablet (small)	Phone
Body <ul style="list-style-type: none"> • Font size: • Line height: • Line length: 	<ul style="list-style-type: none"> • 12pt • 1.25 • 60-75 	<ul style="list-style-type: none"> • 16px (1em) • 1.375 • 60-75 	<ul style="list-style-type: none"> • 16px (1em) • 1.375 • 60-75 	<ul style="list-style-type: none"> • 16px (1em) • 1.375 • 60-75 	<ul style="list-style-type: none"> • 16px (1em) • 1.25 • 60-75 	<ul style="list-style-type: none"> • 16px (1em) • 1.25 • 35-40
H1 <ul style="list-style-type: none"> • Font size: • Line height: 	<ul style="list-style-type: none"> • 36pt (3em) • 1.25 	<ul style="list-style-type: none"> • 48px (3em) • 1.05 	<ul style="list-style-type: none"> • 48px (3em) • 1.05 	<ul style="list-style-type: none"> • 40px (2.5em) • 1.125 	<ul style="list-style-type: none"> • 32px (2em) • 1.25 	<ul style="list-style-type: none"> • 32px (2em) • 1.25
H2 <ul style="list-style-type: none"> • Font size: • Line height: 	<ul style="list-style-type: none"> • 24pt (2em) • 1.25 	<ul style="list-style-type: none"> • 36px (2.25em) • 1.25 	<ul style="list-style-type: none"> • 36px (2.25em) • 1.25 	<ul style="list-style-type: none"> • 32px (2em) • 1.25 	<ul style="list-style-type: none"> • 26px (1.625em) • 1.15384615 	<ul style="list-style-type: none"> • 26px (1.625em) • 1.15384615
H3 <ul style="list-style-type: none"> • Font size: • Line height: 	<ul style="list-style-type: none"> • 18pt (1.5em) • 1.25 	<ul style="list-style-type: none"> • 28px (1.75em) • 1.25 	<ul style="list-style-type: none"> • 28px (1.75em) • 1.25 	<ul style="list-style-type: none"> • 24px (1.5em) • 1.25 	<ul style="list-style-type: none"> • 22px (1.375em) • 1.13636364 	<ul style="list-style-type: none"> • 22px (1.375em) • 1.13636364
H4 <ul style="list-style-type: none"> • Font size: • Line height: 	<ul style="list-style-type: none"> • 14pt (1.16666667em) • 1.25 	<ul style="list-style-type: none"> • 18px (1.125em) • 1.22222222 	<ul style="list-style-type: none"> • 18px (1.125em) • 1.22222222 	<ul style="list-style-type: none"> • 18px (1.125em) • 1.22222222 	<ul style="list-style-type: none"> • 18px (1.125em) • 1.11111111 	<ul style="list-style-type: none"> • 18px (1.125em) • 1.11111111
Blockquote <ul style="list-style-type: none"> • Font size: • Line height: 	<ul style="list-style-type: none"> • 24pt (2em) • 1.45833333 	<ul style="list-style-type: none"> • 24px (1.5em) • 1.45833333 	<ul style="list-style-type: none"> • 24px (1.5em) • 1.45833333 	<ul style="list-style-type: none"> • 24px (1.5em) • 1.45833333 	<ul style="list-style-type: none"> • 20px (1.25em) • 1.25 	<ul style="list-style-type: none"> • 20px (1.25em) • 1.25

Measure & Scale



<http://bit.ly/jprwt>

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Measure & Scale

- + Use max-width on elements to keep text readable

```
@media (min-width: 58em) {  
  p { max-width: 38em; }  
}
```

- + CSS3 brings character counts, but not universal (ch & cx)
- + **EMs** or **REMs**, but no PX
- + Don't forget: use real content!
Because Lorem Ipsum is a poser

Polish: Don't Forget Fit & Finish

Moby's Trip

TOGGLE OT FEATURES: OFF

A Whale of an Afflicted Tale

In the Propontis, as far as I can learn, none of that peculiar substance called BRIT is to be found, the aliment of the right whale. But I have every reason to believe that the food of the sperm whale—squid or cuttle-fish—lurks at the bottom of that sea, because large creatures, but by no means the largest of that sort, have been found at its surface.

1/2 Way to 19 Thousand Leagues

Though, consumed with the hot fire of his purpose, Ahab in all his thoughts and actions ever had in view the ultimate capture of Moby Dick: though he seemed ready to sacrifice

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OpenType Demo

Swashes

Swashes mean flair – plain and simple (or rather, just the opposite). Wonderful details and flourishes embellish your typography with this feature enabled on a font that supports it. Enabled: Fairbank with Swashes & Contextual Swashes

✕ Feature: Off

“The ungracious and ungrateful dog!” cried Starbuck; “he mocks and dares me with the very poor-box I filled for him not five minutes ago!”—then in his old intense whisper—“Give way, greyhounds! Dog to it!”

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OpenType Demo

Fractions

Automatically converts 1 / 2 to a nice tasty fraction. Only could be better with frosting. Enabled: Sabon Italic with Fractions & Old Style Figures (like having one's cake and eating it too)

× Feature: Off

Swedish Hardtack

*1 cup water
1 1/2 oz vegetable oil
1 1/2 oz honey
1 1/2 cups rye & 1 1/2 cups whole wheat flour
1 1/2 tbsp. brewer's yeast (optional)
1/4 tsp. salt*

OpenType Demo

Fractions

Automatically converts 1 / 2 to a nice tasty fraction. Only could be better with frosting. Enabled: Sabon Italic with Fractions & Old Style Figures (like having one's cake and eating it too)

✓ Feature: On

Swedish Hardtack

*1 cup water
1 ½ oz vegetable oil
1 ½ oz honey
1 ½ cups rye & 1 ½ cups whole wheat flour
1 ½ tbsp. brewer's yeast (optional)
¼ tsp. salt*

Polish: Don't Forget Fit & Finish

Civilization and sea power arose from the temperate Mediterranean, and the progress of archeological research has shown that civilizations and empires had been reared in the Mediterranean on sea power long before the dawn of history.

We know, for instance, that an Egyptian king some 2000 years before Christ possessed a fleet of 400 fighting ships. But it appears now that long before this time the island of

Crete was a great naval and commercial power. Indeed, the Cretans may have taught the Egyptians something of the art of building sea-going ships for trade and war.¹

"Neither deals unfairly with the other; the Carthaginians never touch the gold till it comes up to the estimated value of their goods, nor do the natives carry off the goods till the gold has been taken away."
— Herodotus²

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Polish: Don't Leave Orphans Behind

a little look back & an exciting view ahead

posted by Jason Pamental on December 31st, 2013

Well - this is the last day of the first year of our new firm, and it's fitting we take a moment to reflect on our progress, acknowledge the support of our friends and clients, and look forward to some really exciting projects heading into the New Year. We couldn't have gotten off to such an amazing start without the support of many friends, colleagues and clients — old and new — and for that, we thank you. Your faith in us and enthusiastic support mean the world.

Latest Posts

Responsive Typography is out!

(05/16/2014)

a little look back & an exciting view ahead

(12/31/2013)

This is our craft. This is our

Typogrify Module FTW: <http://drupal.org/project/typogrify>

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This is our craft. This is our art.

Typogrify Module FTW: <http://drupal.org/project/typogrify>

Responsive Web Typography

- + Yes, it's a thing
- + It's about **adapting** to screen **size**, network **speed** & device **capabilities**
- + It's about **designing** for what's **next**
 - Last Winter Olympics: *there was no iPad*
 - The one before? *No iPhone either*

Responsive Web Typography

+ Performance

- Stats, Platforms & Screen Tests

+ Progression (It's the web. Stuff breaks)

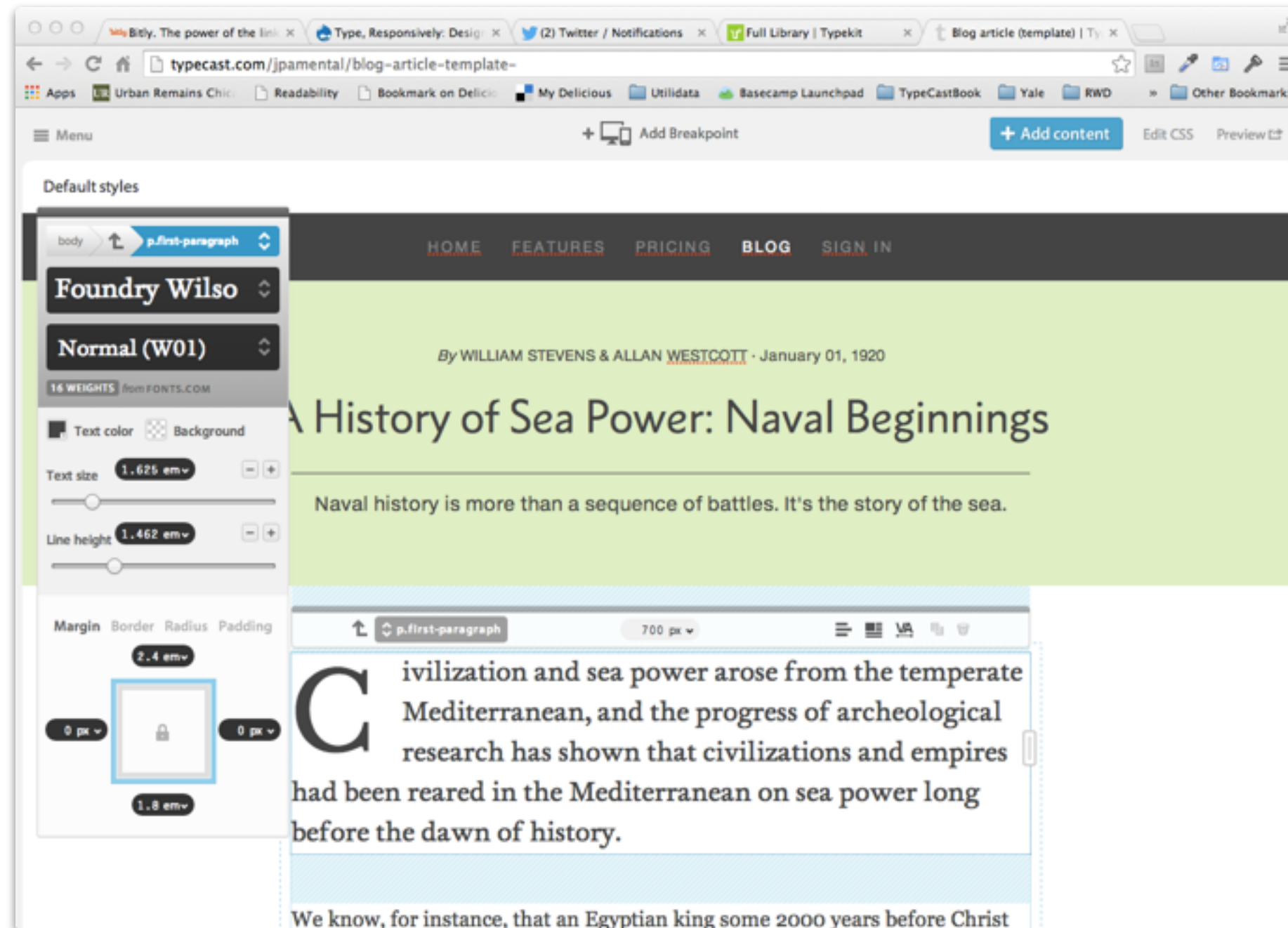
- If the font fails, does your design hold up?

+ Proportion

- It's about composition (think: small paintings)

+ Polish

Prototype, Don't Promise

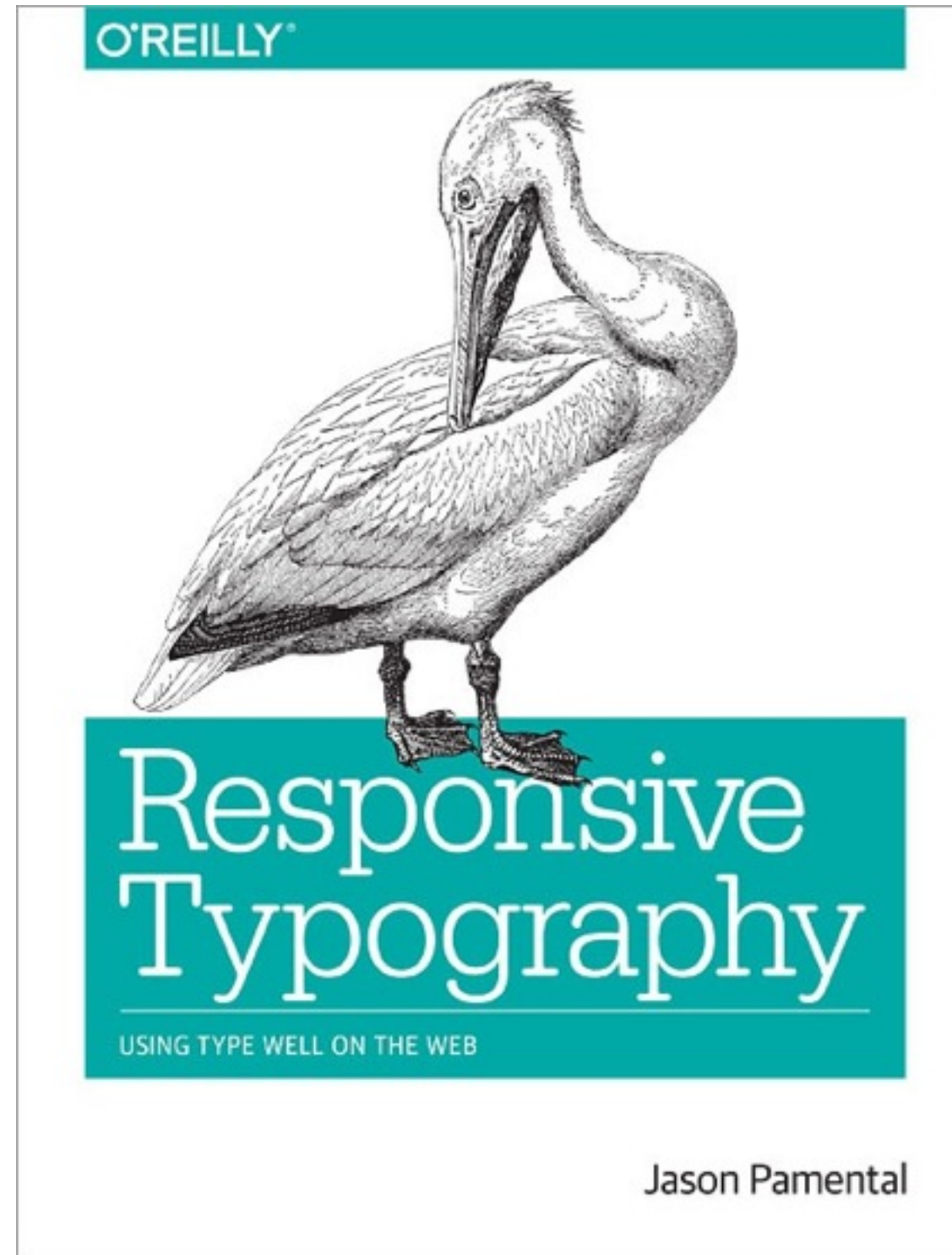


“Designers Should Code As Much As Artists Should Mix Paint”

*~ Mustafa Kurtuldu (@Mustafa_x)
FOWD London*

Just out!

Use Discount Code
WKEARRL
by June 20th
for 50% off!



<http://bit.ly/rwtbook>

Thank You

Jason Pamental (@jpamental)

Slides here: <http://bit.ly/jpfiltype>