

# Designing with Web Fonts: Type, Responsively

Jason Pamental (@jpamental)  
*Co-founder of H+W Design*

# A Bit About Me

- + Built first website for Mosaic & Netscape 1
- + Do not have a photo handy
- + But these are my reasons to be
- + Like to give away what I learn as much as possible



# What We'll Cover

- + Our dark past: GIFs, sIFR, Cufon
- + Our pleasant present: @font-face
- + Our dirty detractions: yes, I mean IE
- + Our shiny future: WOFF, OpenType, CSS3
- + Loads of examples & resources

# On The Importance of Letters

- + Design is about communication & influencing behavior
- + Tools of design: image, color, composition, language (prose) – & the typeface itself
- + Your design is 90% words. Don't make the other 10% do all the work

# Type is Important

- + The **typefaces** we choose become the physical **embodiment** of the **information** we convey with the sites we **design**
- + Words have meaning
- + *But **letters** have **emotion***
- + Type forms the basis of your visual design system. **There is no ‘content first’ without type!**

# A Concise History of Web Type

- + Prior to about 2009, it was simply the **CIRCLE** of **Hell** that **varied**, not the **inevitability** of your **arrival** there
- + Then it got better. **We'll start with that**
- + @font-face, TypeKit, Fontdeck, Fonts.com, Webtype.com & many more
- + It's still got a ways to go, but it's moving fast

# Format Finagling

- + One font, four formats
- + Alphabet Soup: EOT, SVG, TT, WOFF
- + One format to rule them all... almost

**WOFF - Web Open Font Format - Recommendation**

Compressed TrueType/OpenType font that contains information about the font's source.

Usage stats: Global Support: 78.87%

Show all versions	IE	Firefox	Chrome	Safari	Opera	iOS Safari	Opera Mini	Android Browser	Blackberry Browser
								2.1	
								2.2	
						3.2		2.3	
						4.0-4.1		3.0	
						4.2-4.3		4.0	
	8.0					5.0-5.1		4.1	7.0
Current	9.0	19.0	25.0	5.1		6.0	5.0-7.0	4.2	10.0
Near future	10.0	20.0	26.0	6.0	12.1				
Farther future	11.0	21.0	27.0						
		22.0	28.0						

Parent feature: @font-face Web fonts

Notes Known issues (0) Resources (2) Feedback

Edit on GitHub

Reported to be supported in some modified versions of the Android 4.0 browser.

As of 13 May, 2013

# Finding Your Groov(y)

- + Services: One account, many choices
- + Open source: Google web fonts  
(careful – you may get what you pay for)
- + Web–use licenses: MyFonts.com,  
FontShop, Emigre, others
- + FontSquirrel: just... no.



# From There to Here

- + To **Host** or **Not to Host...** tis the question
- + Consider:
  - Traffic & mileage, volume & dispersion  
*(license costs & content distribution)*
  - One site or many  
*(we use single subscription for multiple smaller sites)*
  - Platform performance & future forward  
*(when was the last time you downloaded a font update? right.)*

# So What's That Look Like?

## + Using a service:

```
<script type="text/javascript" src="http://fast.fonts.com/jsapi/8d16be74-xxxx-xxxx-9073-4898ad8b49b2.js" /></script>
```

## + Self-hosting:

```
<style type="text/css">
@font-face{ font-family:"Fairbank W04 Regular";
src:url("fonts/fontfilename.eot?#iefix");
src:url("fonts/fontfilename.eot?#iefix") format("eot"),url("fonts/
fontfilename.woff") format("woff"),url("fonts/fontfilename.ttf")
format("truetype"),url("fonts/fontfilename.svg#fontfilename")
format("svg"); }
</style>
```

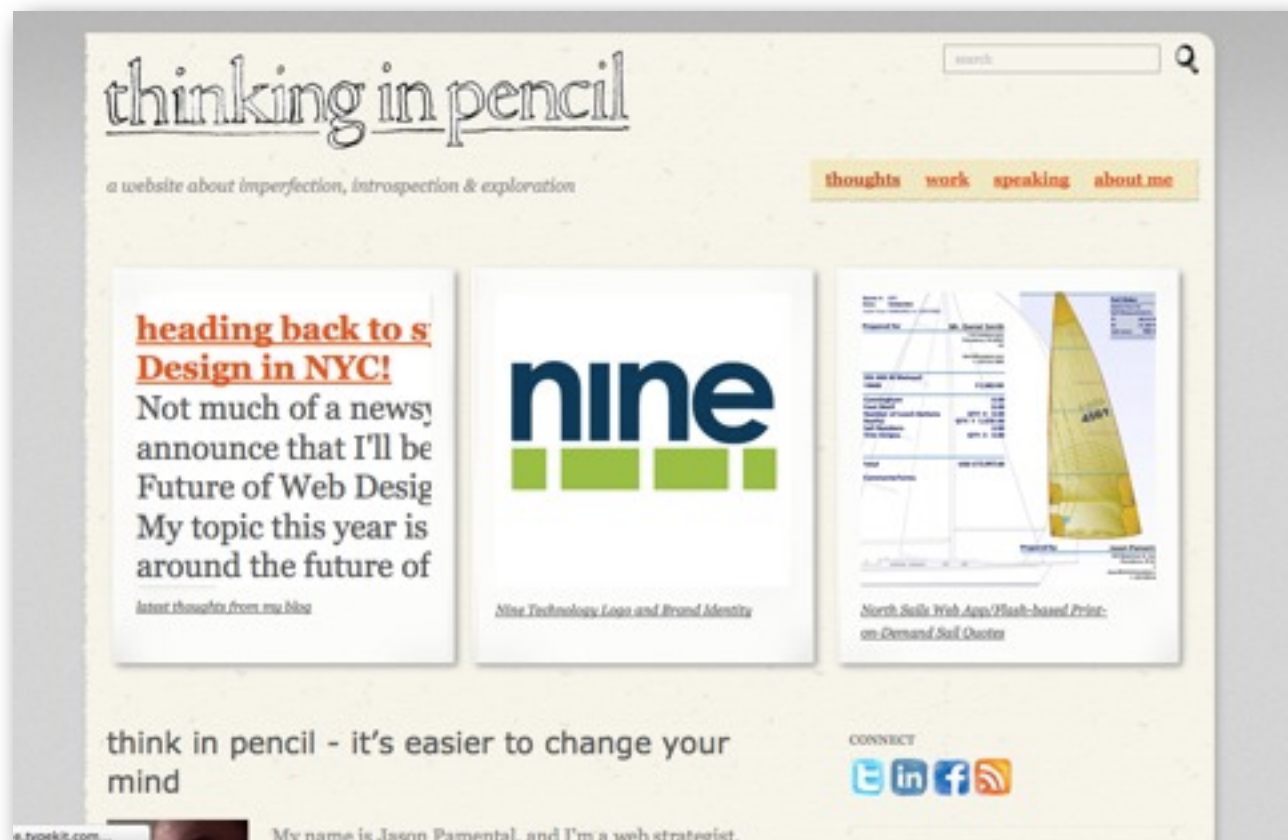
## + Be aware: you want **<b>**, you have to say so

**but there's a catch**

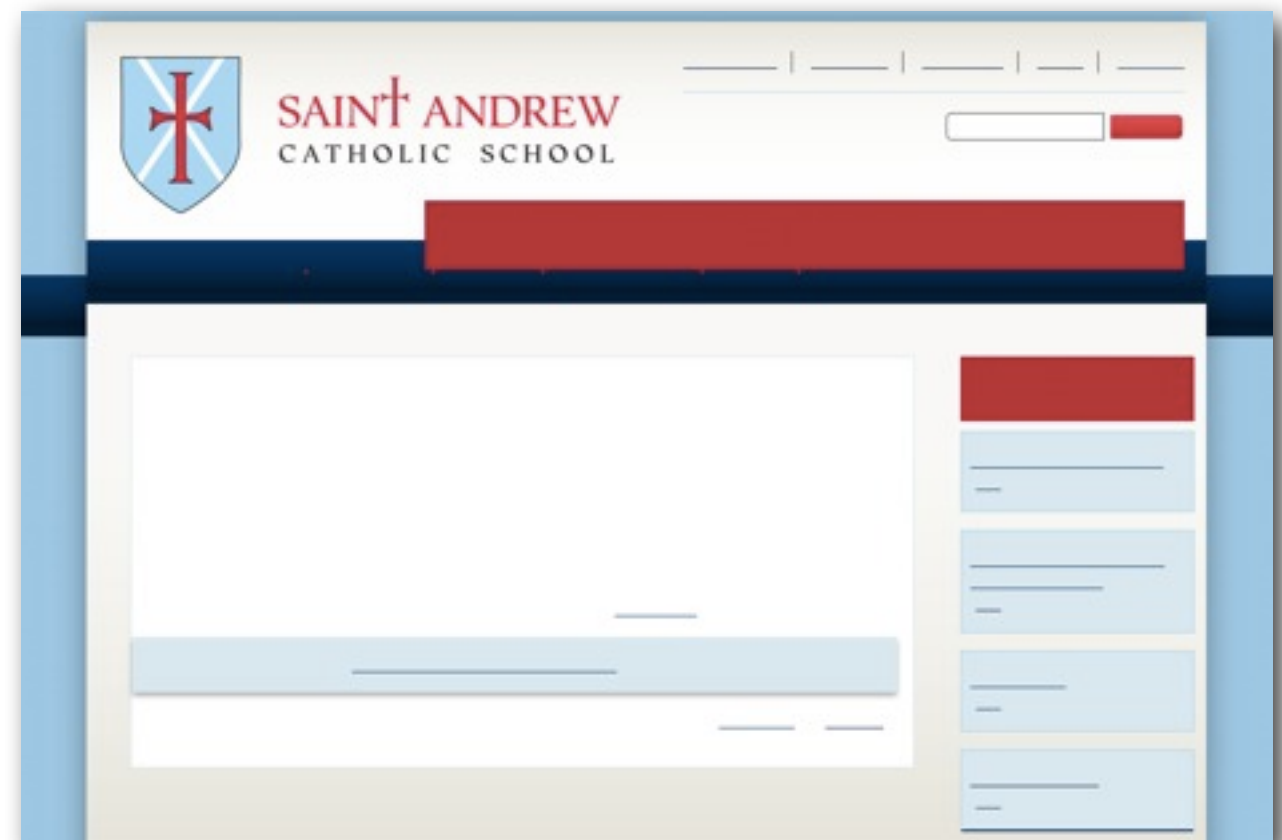
# Windows XP: Killing Good Design Since 2001

- + According to MS, still **40%** of **installed** base
- + Best case: **IE8** w/**ClearType** enabled
- + Common: **IE7** and *Huh?*
- + It's rough, but you can (usually) make it work, and work well
- + Windows in general: needs a Hint

# Wait For It...

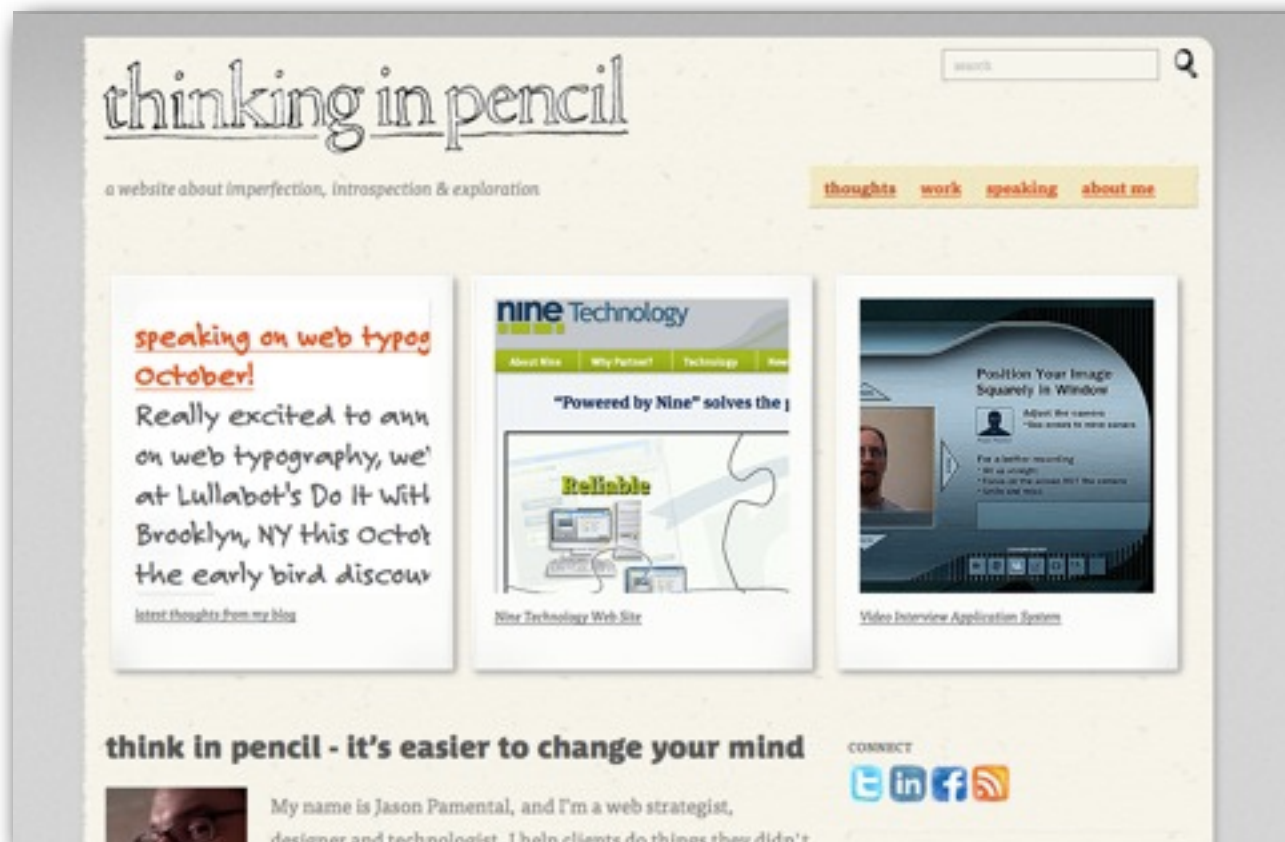


Firefox: displays page w/fallbacks first, then 'pops' into web font



Webkit: draws page without rendering any type until web font loads

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# FOUT the Giant Slayer

- + Don't show your design to a client without understanding why they will freak out
- + It takes time to load fonts. So only **load** the ones you **need**
- + Don't forget to **manage** the loading **process**: control what you can
- + It's not the change that bothers users — it's the ***perception*** of change

# Now We're Cooking

+ You **can** do better. So **do**.

## Web Font Fallback Test Page

*Excerpt from Moby Dick*

by Herman Melville

"Let the owners stand on Nantucket beach and outyell the Typhoons. What cares Ahab? Own to me, Starbuck, about those miserly owners, as if the owners were my conscience. But look its commander; and hark ye, my conscience is in this ship's keel.—On deck!"

What you want to see: Web fonts loaded



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What your client sees: No web fonts, uncorrected

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Web fonts loaded

# Type, Responsively

- + Yes, there really is a connection with Responsive Web Design. **A big one**
- + Relative **proportion** (yes, size) **matters**
- + That means **screen** size & **type** size  
(*stop snickering*)
- + **Small** screens mean **less** in view, so **proportions** can be more **subtle**

# Relative Scale, Illustrated

## Moby's Trip

### A Whale of a 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. If, then, you properly put these statements together, and reason upon them a bit, you will clearly perceive that, according to all human reasoning, Procopius's sea-monster, that for half a century stove the ships of a Roman Emperor, must in all probability have been a sperm whale.

### So The Tale Continues

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 all mortal interests to that one passion; nevertheless it may have been that he was by nature and long habituation far too wedded to a fiery whaleman's ways, altogether to abandon the collateral prosecution of the voyage. Or at least if this were otherwise, there were not wanting other motives much more influential with him. It would be refining too much, perhaps, even considering his monomania, to hint that his vindictiveness towards the White Whale might have possibly extended itself in some degree to all sperm whales, and that the more monsters he slew by so much the more he multiplied the chances that each subsequently encountered whale would prove to be the hated one he hunted. But if such an hypothesis be indeed exceptionable, there were still additional considerations which, though not so strictly according with



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# A Responsive Scale

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



# When an Em is Not All Relative

- + Sizing type in Ems can be tricky — they are relative to their current context
- + REMs helps that, & you can almost count on it working
  - Learn more here: <http://bit.ly/jpfontrems>
  - Polyfill here: <http://bit.ly/jprempoly>
- + Viewport Width as unit: <http://bit.ly/jpfontvw>

# Even More Awesome: Icon Fonts

- + Declare your **independence** from **resolution dependence**
- + Many out there, easy to **make your own**
- + Can be **styled** like any other font, **layered** w/CSS to make all sorts of **awesome**
- + (Bonus: **use SVG** to replace other multi—color vector graphics like logos)

# Icon Font examples, sources

- + Font Awesome (featured in Bootstrap)

<http://fontawesome.github.io/Font-Awesome/>

- + Symbolset

<http://symbolset.com>

- + Modern Pictograms

<http://modernpictograms.com>

- + The Noun Project (buy what you need)

<http://thenounproject.com>

- + Icomoon.io – build your own!

<http://icomoon.io>

# Even *MORE* Awesome: OpenType Features

- + The future is here, it's just unevenly distributed  
*(thank you Mr. Gibson)*
- + Ligatures, swashes, old–style figures, alternate characters
- + CSS still evolving, some services support more *(see Fonts.com: <http://bit.ly/fontcomdemo>)*

# OpenType: Ligatures

- + Your type, only more beautiful:

Standard Ligatures

ffl → ffi

Discretionary Ligatures

st → st

# 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*



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## Fractions

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### *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*

# OpenType Demo

## Standard & Discretionary Ligatures

Ligatures, both standard and discretionary, add a lovely level of polish to your design. They connect two letters that, to be set properly, would need to overlap their negative spaces in order to sit comfortably next to one another (like ff, fi and st). Enabled: Ayita Regular with Standard and Discretionary Ligatures

✕ Feature: Off

...swam a huge, humped old bull, which by his comparatively slow progress...  
seemed afflicted with the jaundice, or some other infirmity.

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# Super Fancy Tricks & Tips

- + Rotate. Just a little bit. (A few techniques to smooooth across different browsers - thx @NikWilliamson!)  
<https://gist.github.com/dalededeveloper/1846552>

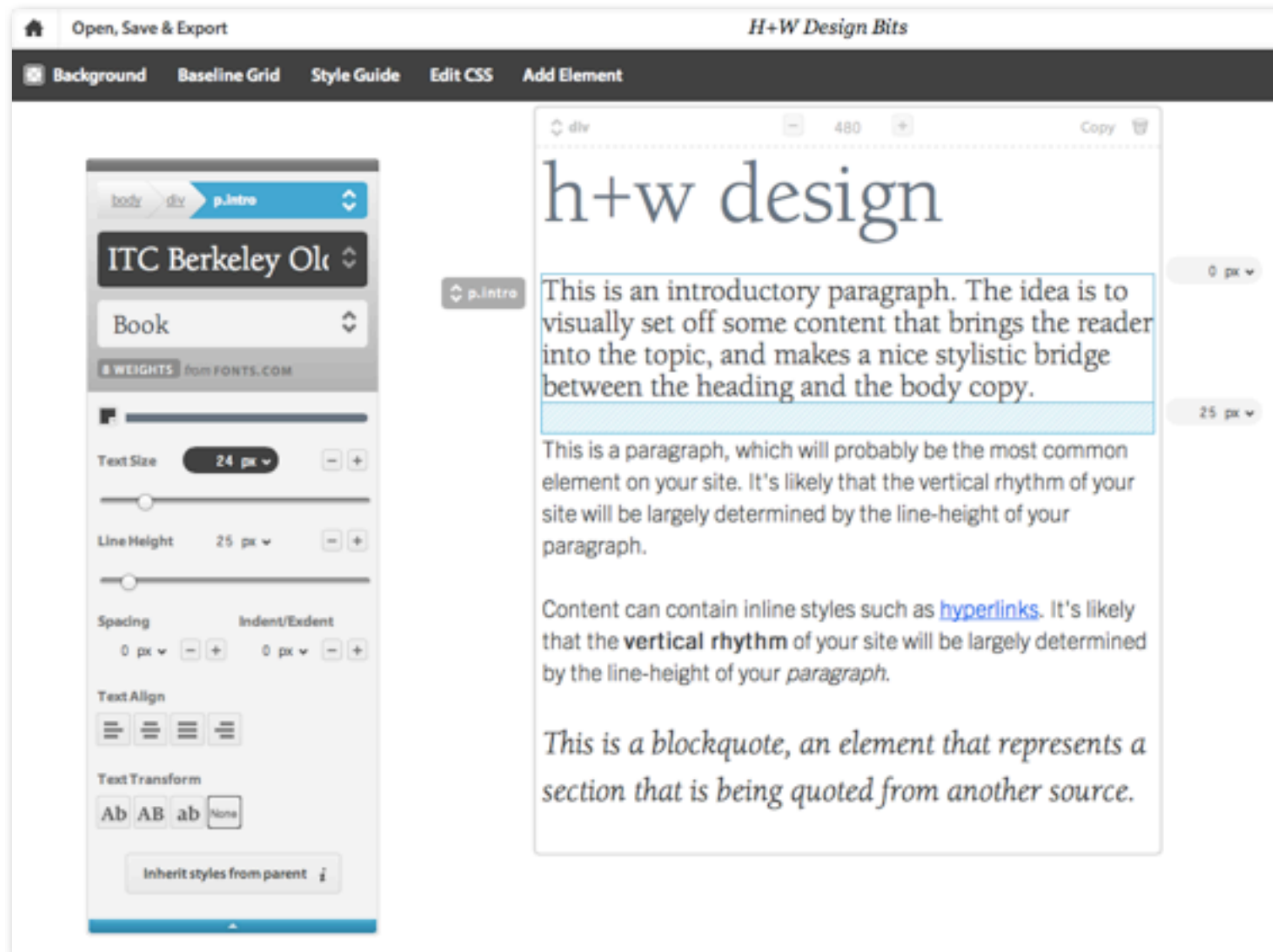
- + Some help for IE 7&8:

<http://www.koodoz.com.au/klog/font-face-smoothing-in-internet-explorer/>

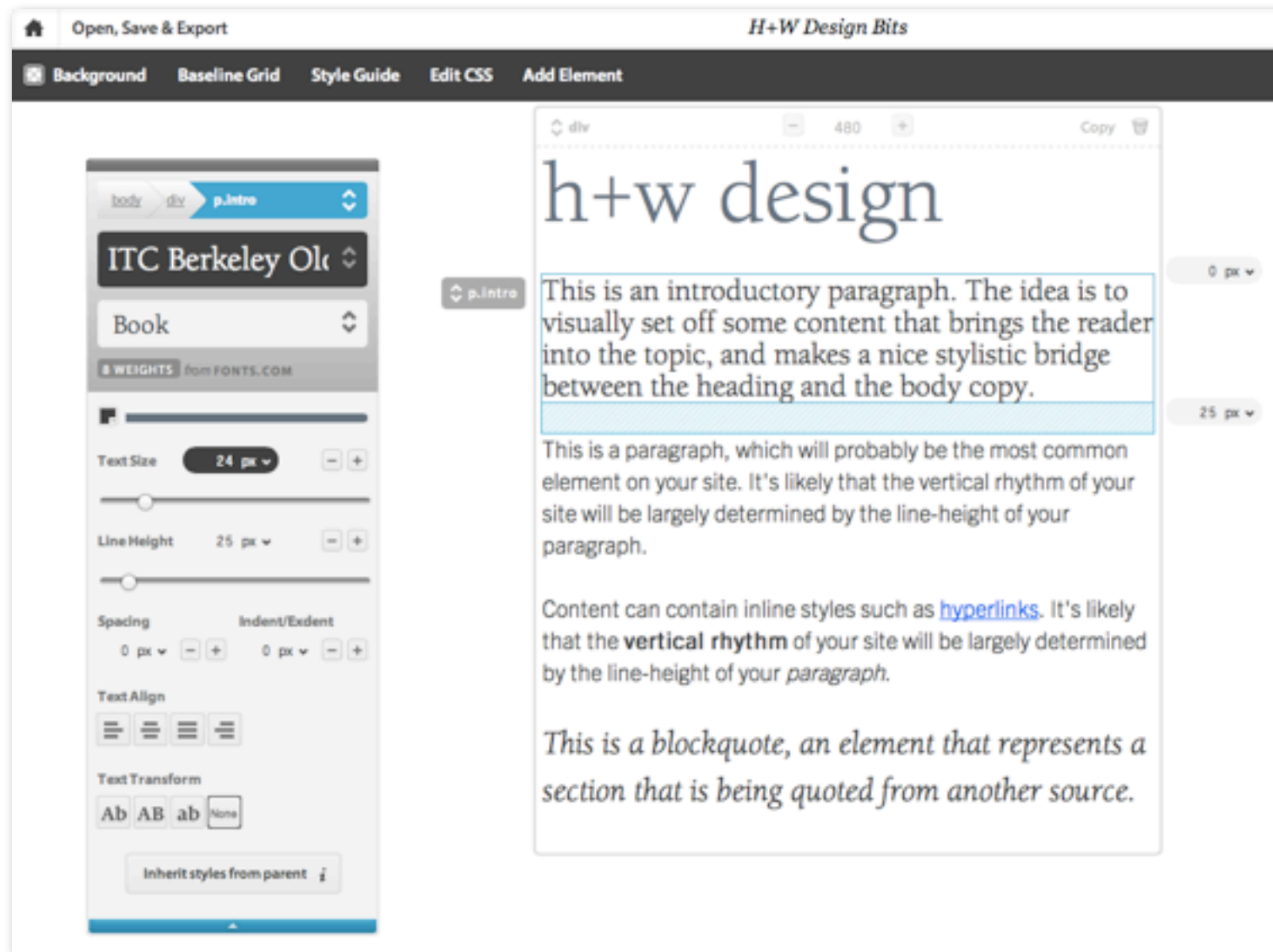
```
p {  
  filter:progid:DXImageTransform.Microsoft.AlphaImageLoader(src=hIEfix.png,sizingMethod=crop);  
  zoom: 1;  
}
```

- + Your code editor — nothing beats real type in a real browser (sorry Photoshop)

# Design Tools

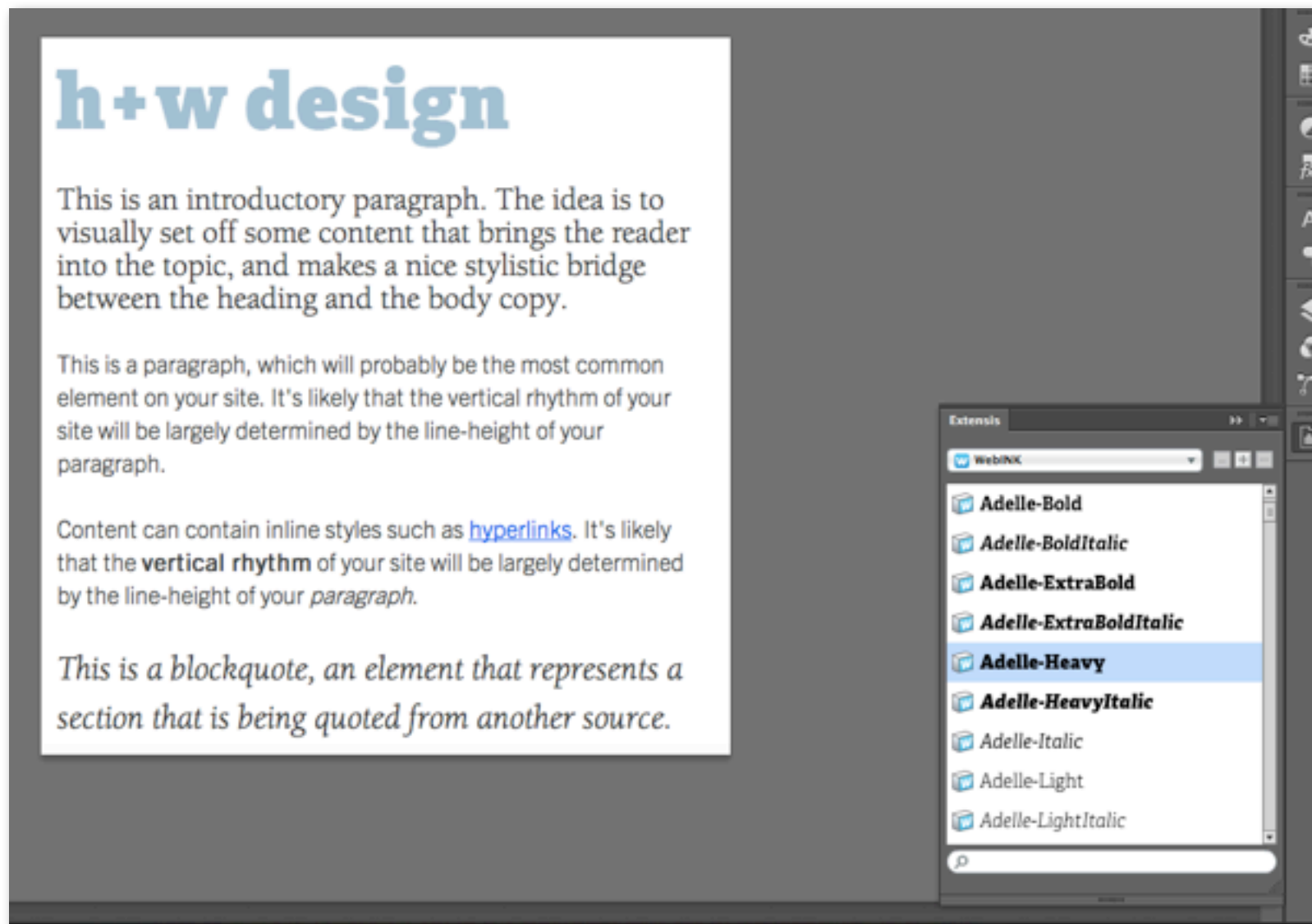


# Design Tools



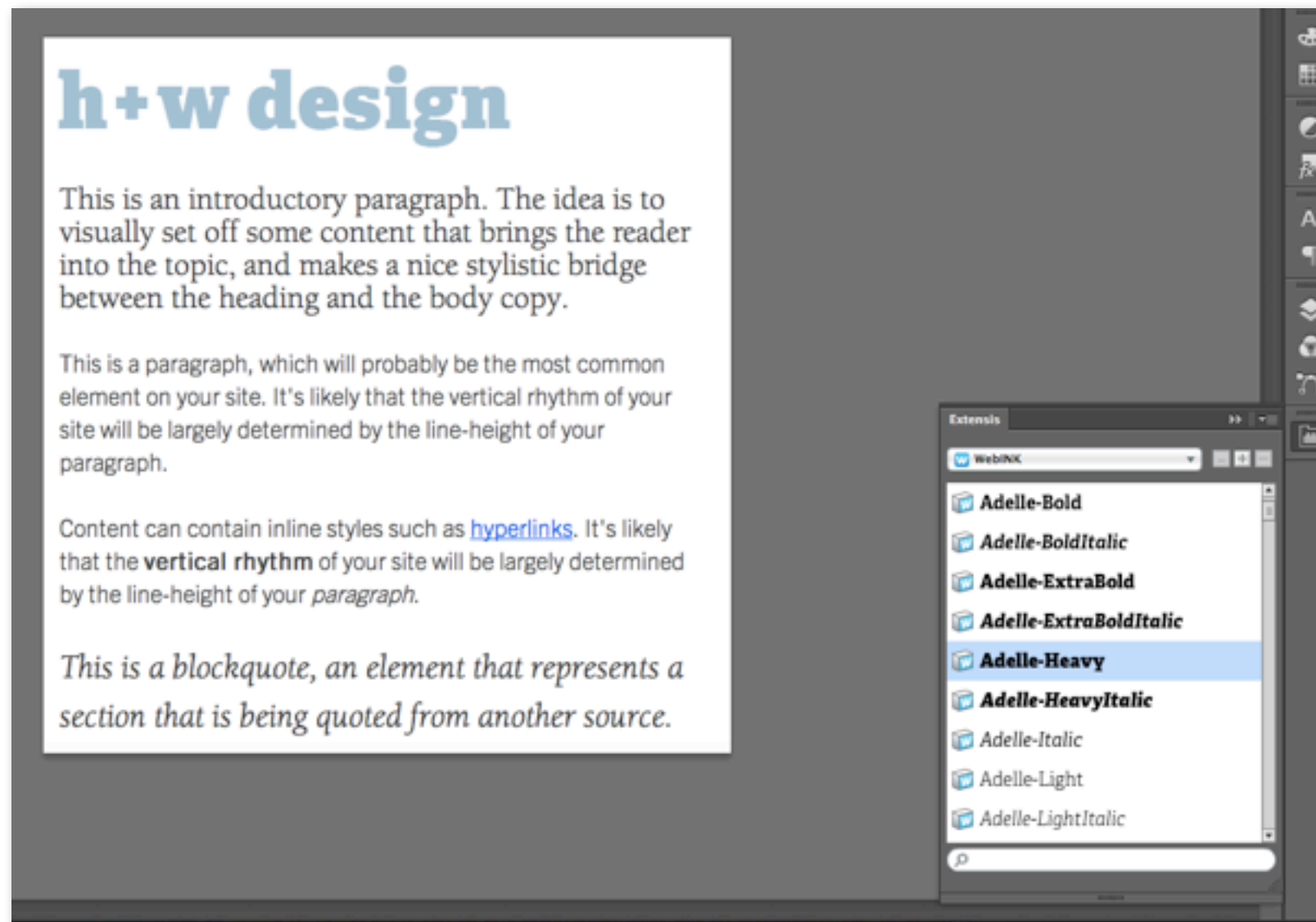
TypecastApp.com (@typecastapp)

# Design Tools





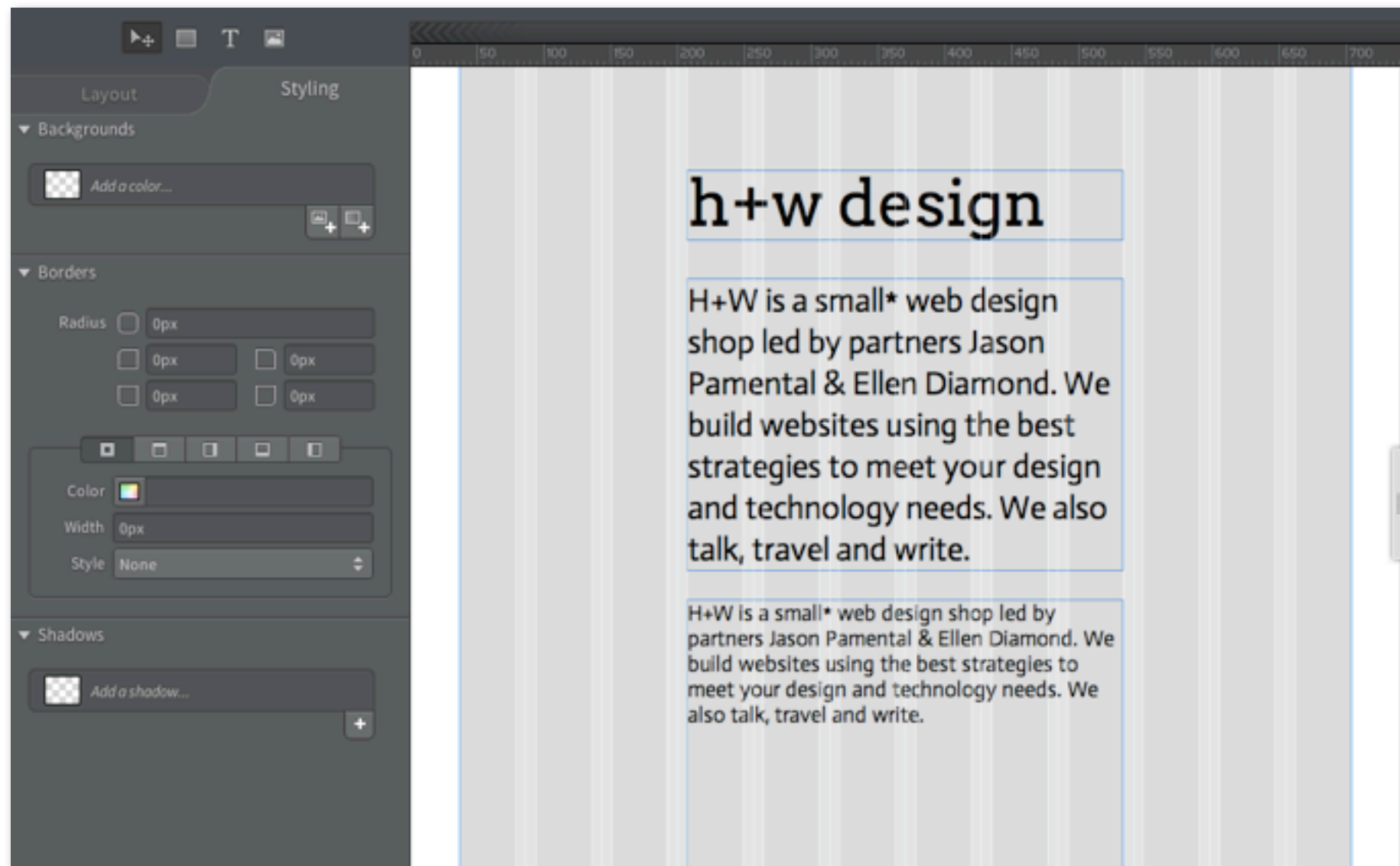
# Design Tools



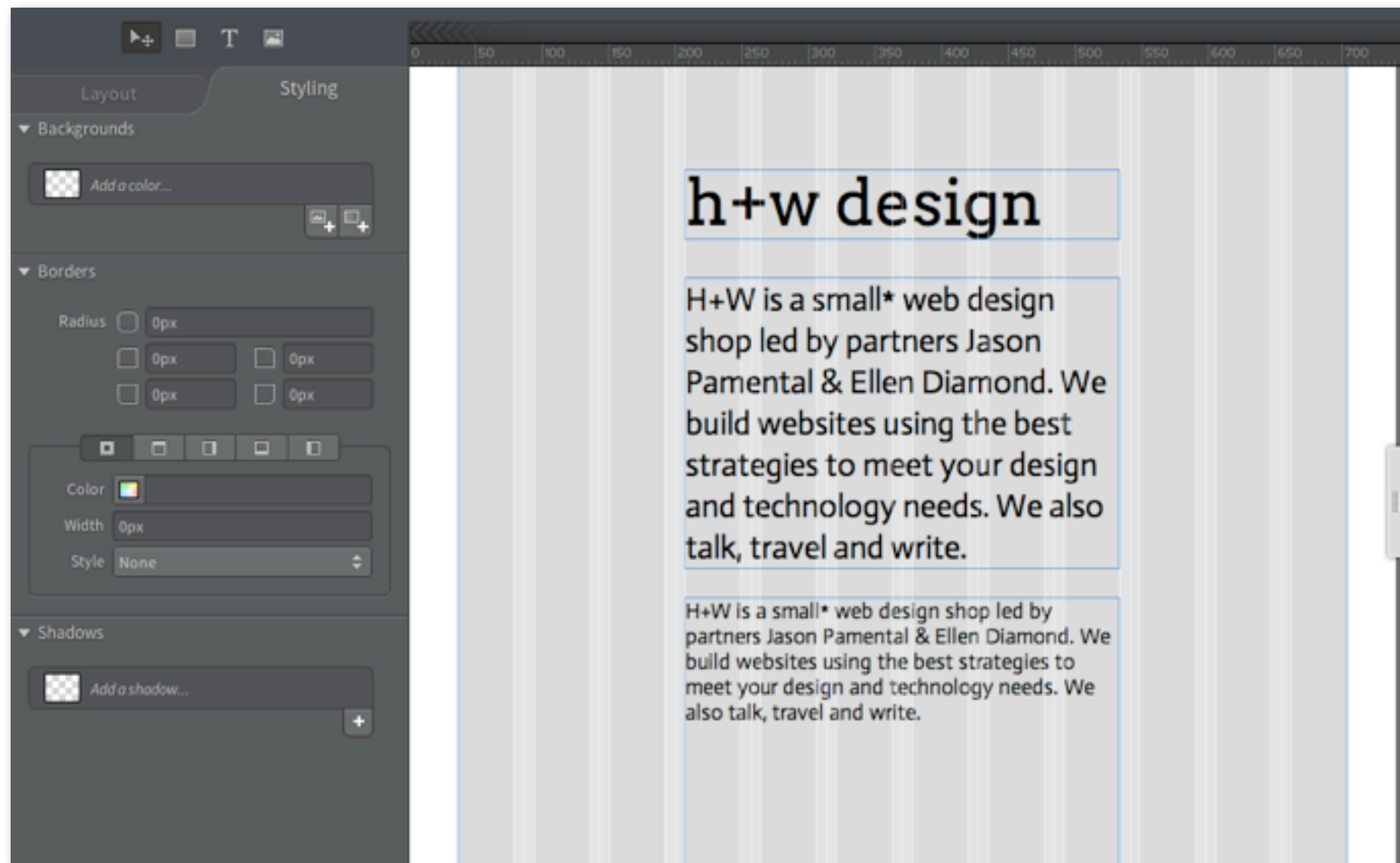
WebInk.com (@webink)



# Design Tools



# Design Tools



Adobe Edge Reflow (@reflow)

# More Design Tools

- + Skyfonts (@skyfonts)

*Rent fonts short-term on the desktop*

- + Froont (@froontapp)

*Web design tool building in real web fonts*

- + Prototype, not promise: HTML5 & CSS3

*Try something and develop your own approach that fits your unique team & projects*

# Thank you!

Jason Pamental (@jpamental)  
[jason@hwdesignco.com](mailto:jason@hwdesignco.com)

Slides here: <http://bit.ly/jpd4dtype>

# Resources: Type Services

- + Typekit (Adobe): <http://typekit.com>
- + Fonts.com (Monotype): <http://fonts.com>
- + Fontdeck: <http://fontdeck.com>
- + Webtype (Font Bureau): <http://www.webtype.com>
- + WebInk (Extensis): <http://webink.com>
- + Google Web Fonts: <http://google.com/fonts>

# Cool Tools & Resources

- + Font Swapper (preview site w/your web fonts):  
<http://www.webtype.com/tools/swapper/>
- + Typedia (it's like Wikipedia... for type. Get it?):  
<http://typedia.com>
- + FontsInUse <http://fontsinuse.com>
- + BrowserShots <http://browsershots.org>

# Blogs & Beauty

- + Typekit Blog/“Sites We Like” <http://blog.typekit.com>
- + Fonts.com Blog <http://blog.fonts.com>
- + Fontdeck Blog <http://blog.fontdeck.com>
- + FontShop Blog <http://blog.fontshop.com>
- + Typecast Blog <http://typecast.com/blog>
- + Jason Santa Maria <http://jasonsantamaria.com>
- + Tim Brown <http://nicewebtype.com>