



Improving
TEXT ON THE WEB.

MANDY MICHAEL

 [@mandy_kerr](https://twitter.com/mandy_kerr)



GRASS

MAGIC

Relax

BAUHAUS

RETRO

SLIDE

WINNER



COOL

SWIMMING

FOLDED



Suscipit velit commodi

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Impedit nemo id dolorem
quaerat placeat delectus explicabo similique
consectetur vero illum sequi enim, beatae?
Quas excepturi dolor eum illo velit, deserunt!

Find the
light



Improving
TEXT ON THE WEB.



Choosing
THE RIGHT TYPE.

**HEADINGS • ABBREVIATION • LINK
PARAGRAPH • EMPHASIS • TIME
ORDERED LIST • SUPERSCRIP
DEFINITION LIST • CAPTION
BLOCKQUOTE • UNORDERED LIST
PRE-FORMATTED • DEFINITION**

Using

FONTS ON THE WEB

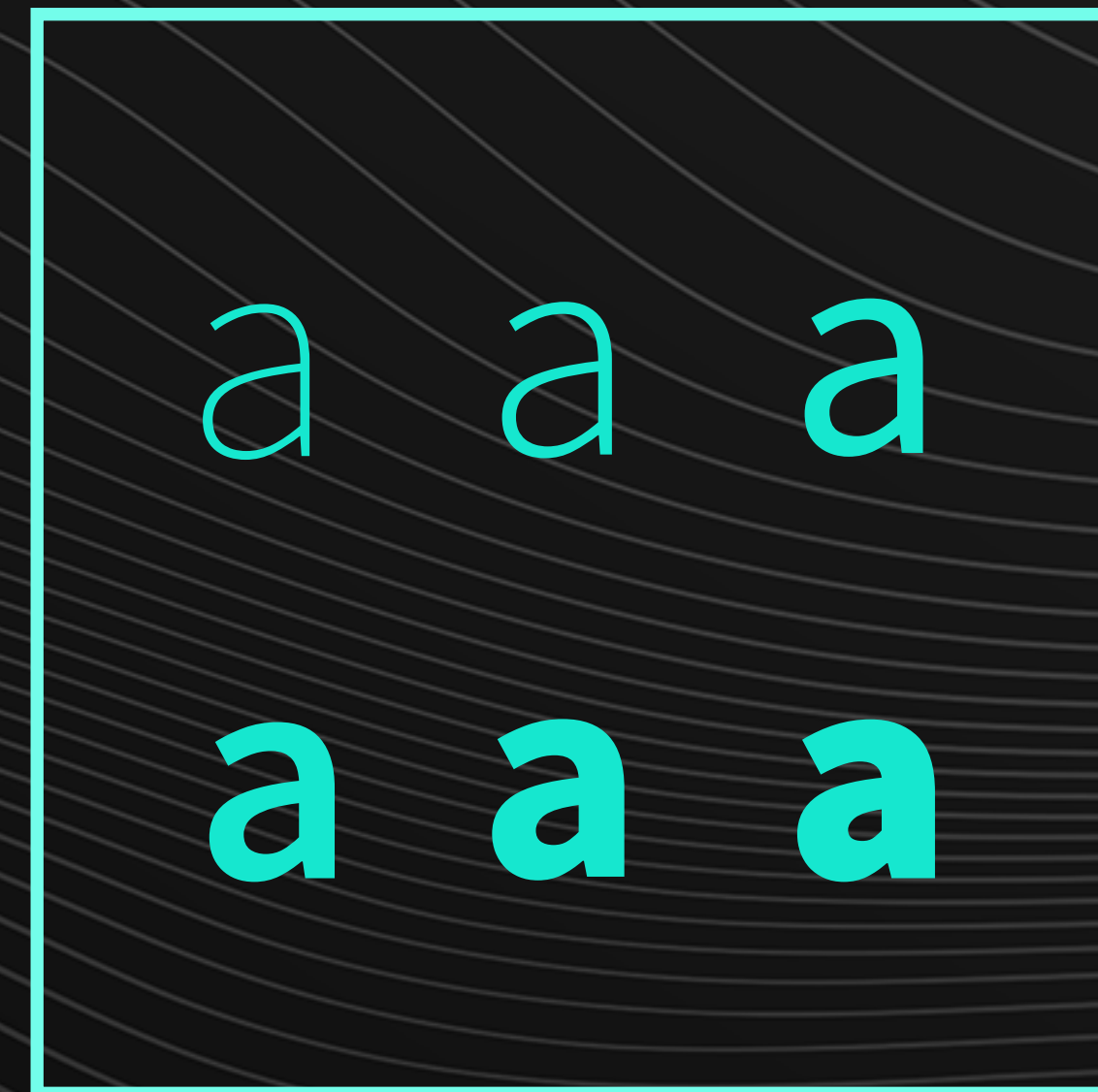
Looking at
VARIABLE FONTS



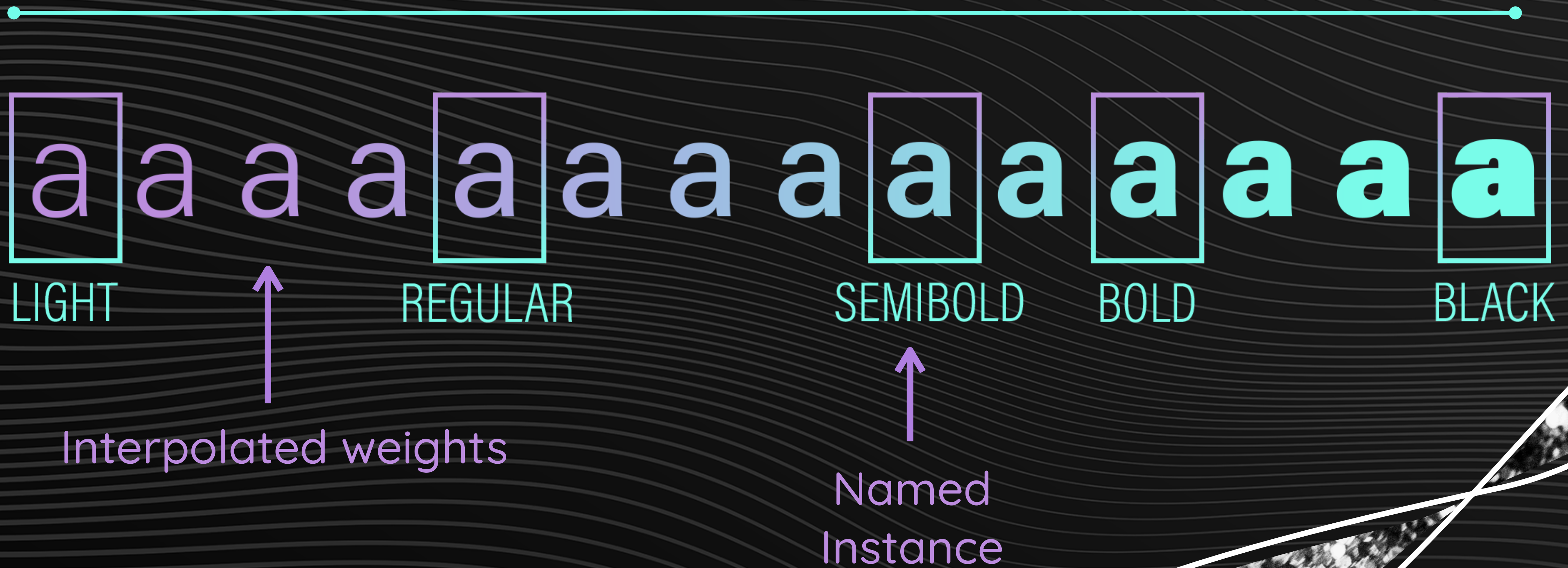
Individual font files



Variable font file



Weight Axis



a



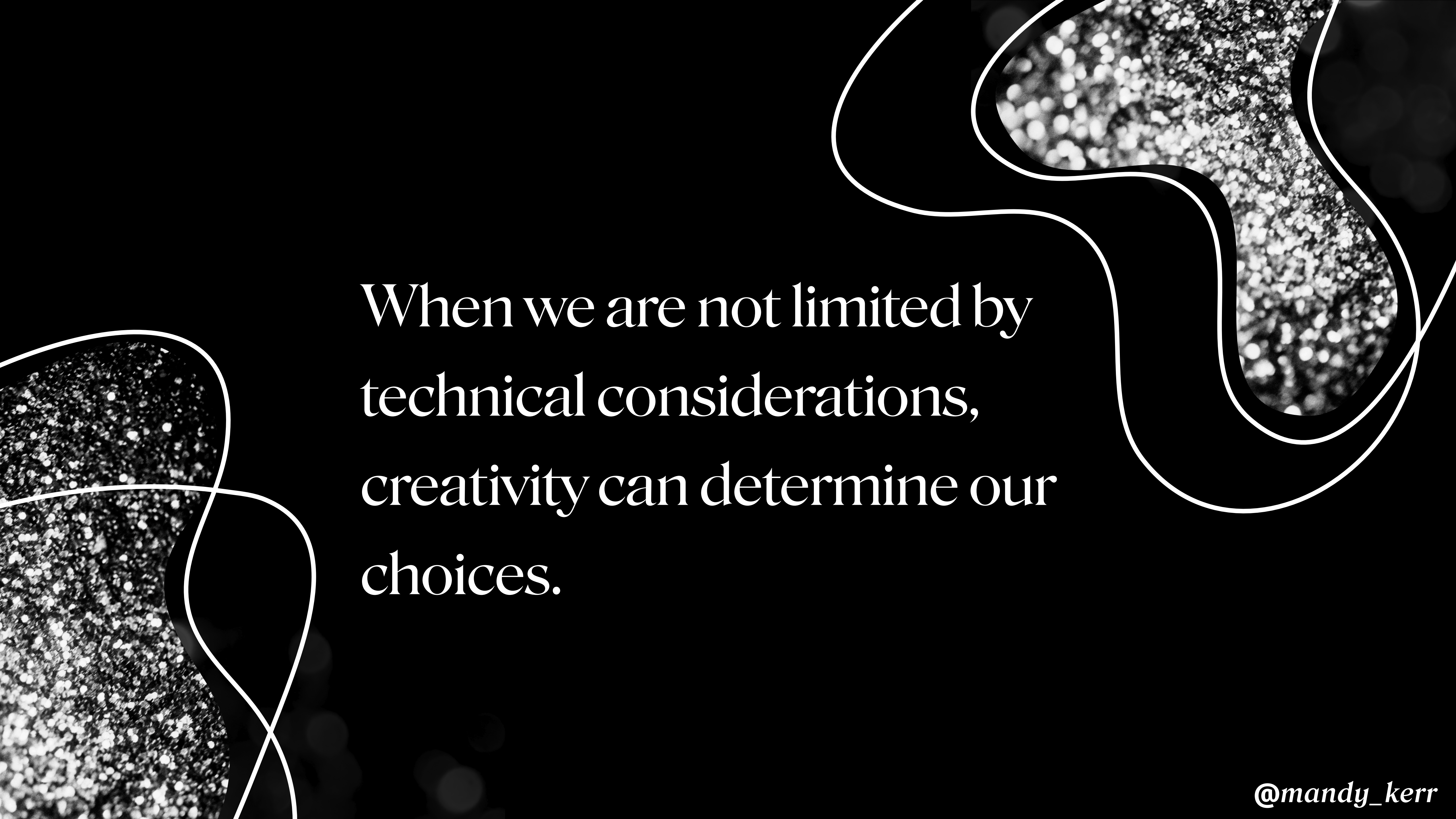
Source Sans Pro WOFF2 file size

Single weight

111kb

Variable font

112kb



When we are not limited by
technical considerations,
creativity can determine our
choices.

More Accessible fonts

LEXEND



VARIABLE WIDTH + BOUNDING BOX



First, we had to backtrack a little and fly east to Texas. This is a huge state— the map showed that it was more than seven hundred miles wide. Later we found out that Texas is the second largest state in size, after Alaska. It is also the second largest state in population, after California. We certainly saw a lot of really big things in Texas— big cities, big oil fields, and big ranches. In fact, we found out that there is a ranch in Texas that is bigger than the whole state of Rhode Island! Texas raises more cattle than any other state. The cowboy, a person who takes care of the cattle, is a symbol of Texas. In the late 1800s, Texas cowboys drove the cattle hundreds of miles to market in the northern states.

It was hard, dangerous, adventurous work, so many people thought of cowboys as heroes. Over time, the cattle ranches changed so that there was less need for cowboys. Today, there are not as many cowboys in

Texas. There are, however, many Texans who still dress like cowboys. They wear cowboy boots and a kind of tall cowboy hat they call a ten- gallon- hat because it looks as if it could hold that much water. Another symbol of Texas is the oil well. Texas produces more



COOKIE

SLINKY

Still I Rise

Maya Angelou

YOU
MAY

shoot me

with your words,

YOU
MAY

cut me

with your eyes,

YOU
MAY

kill me

with your hatefulness,

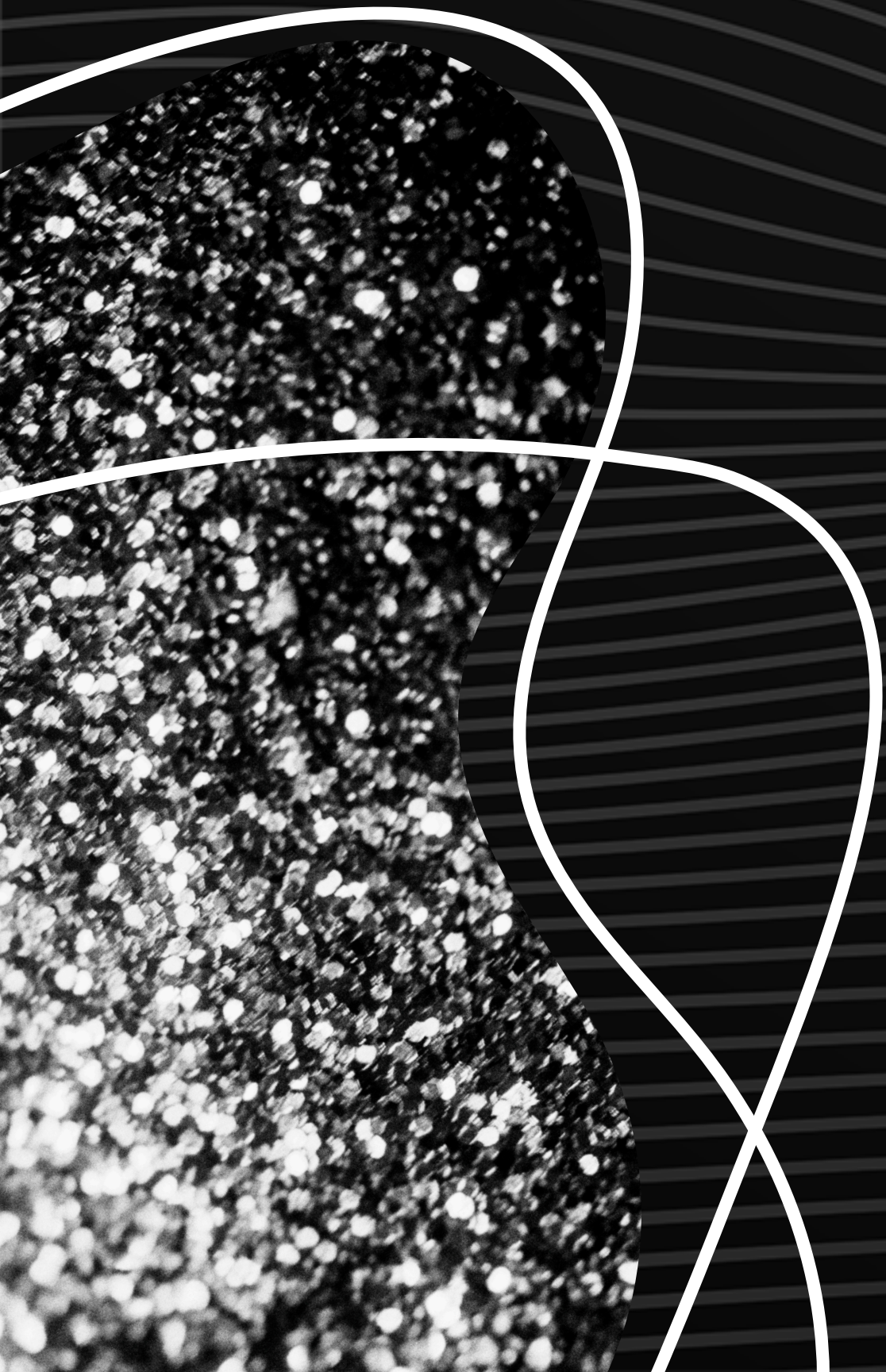
But still, like, air

I'LL RISE.

Get fancy with
COLOUR FONTS

Jello

Rocher Color, Henrique Beier



font-palette

```
@font-palette-values --blue {  
  base-palette: 7;  
}  
  
h1 {  
  font-family: Rocher;  
  font-palette: --blue;  
}
```

Jello



Jello is a fluffy fellow

Jello is a fluffy fellow

Jello is a fluffy fellow

Jello is a fluffy fellow

Jello is a fluffy fellow

font-palette

```
@font-palette-values --jello {  
  override-colors:  
    0 #94b95e,  
    1 #eb1a7d,  
    2 #5f0552,  
    3 #f556d6;  
}
```

```
h1 {  
  font-family: Rocher;  
  font-palette: --jello;  
}
```



Jello

JELLO
FLUFFY
FELLOW

خ
ق
أ
ح

Reem Kufi Ink

Regular 400

ولما كانت الدول الأعضاء قد
تهدت بالتعاون مع الأمم المتحدة
على





Interesting

FONT PROPERTIES

Better numbers with

FONT-VARIANT-NUMERIC

font-variant-numeric

font-variant-numeric: **slashed-zero**; 1234567890

font-variant-numeric: **lining-nums**; 988,826.09

font-variant-numeric: **tabular-nums**; 988,826.09

font-variant-numeric: **oldstyle-nums**; 988,826.09

font-variant-numeric: **diagonal-fractions**; $\frac{1}{2}$ 12345/67890

font-variant-numeric: **stacked-fractions**; $\frac{1}{2}$ $\frac{16}{12}$

font-variant-numeric: **ordinal**; 1st 2nd 3rd

font-variant-numeric

lining-nums

988,826.09

Baseline

tabular-nums

988,826.09

oldstyle-nums

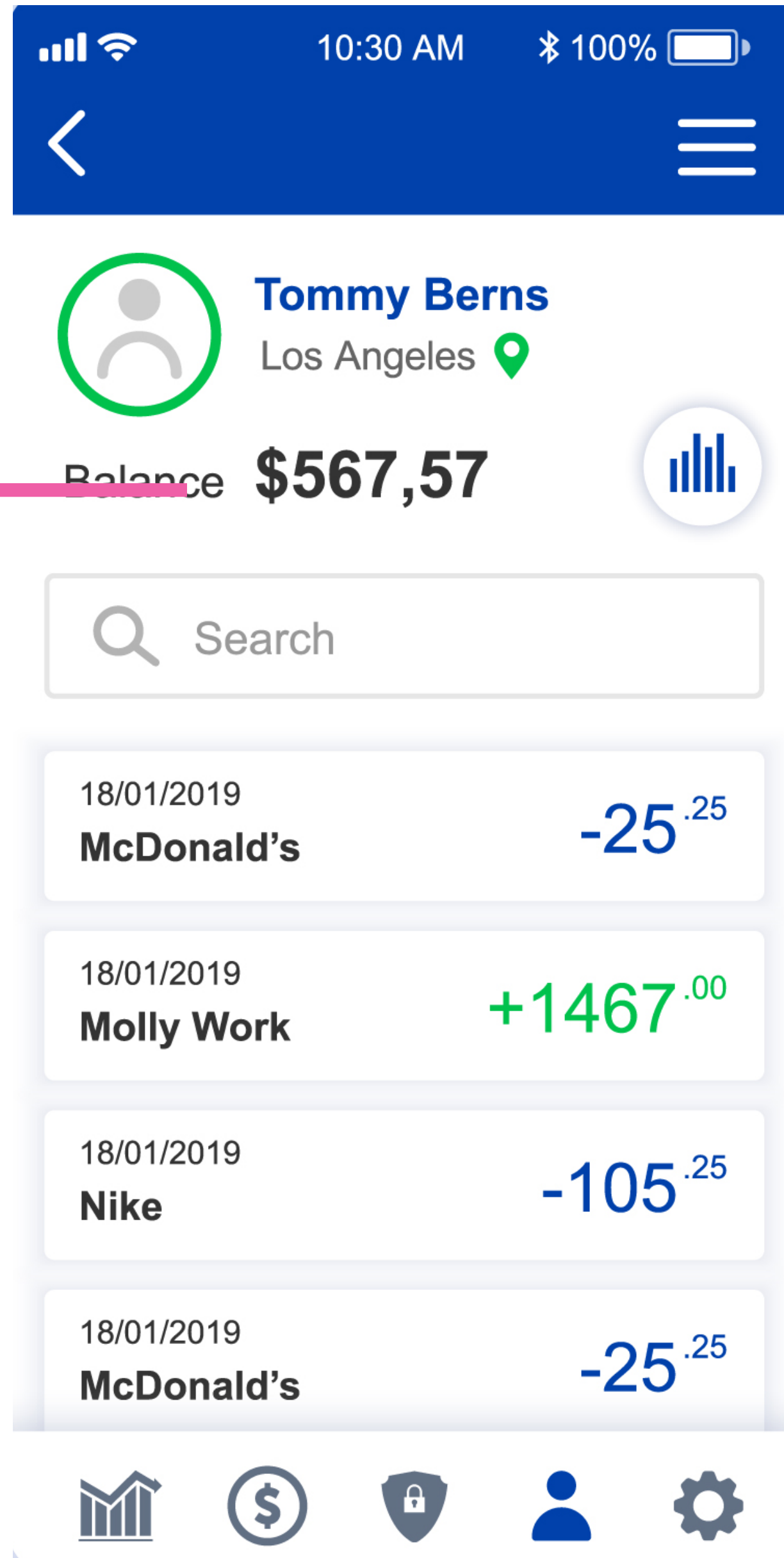
988,826.09

tabular-nums

	Consect	Ornare	Tortor
Jello	146.43	212	

oldstyle-nums

	Consect	Ornare	Tortor



Lining nums ←

→ Tabular mums

font-variant-numeric

1/2

none

1/2

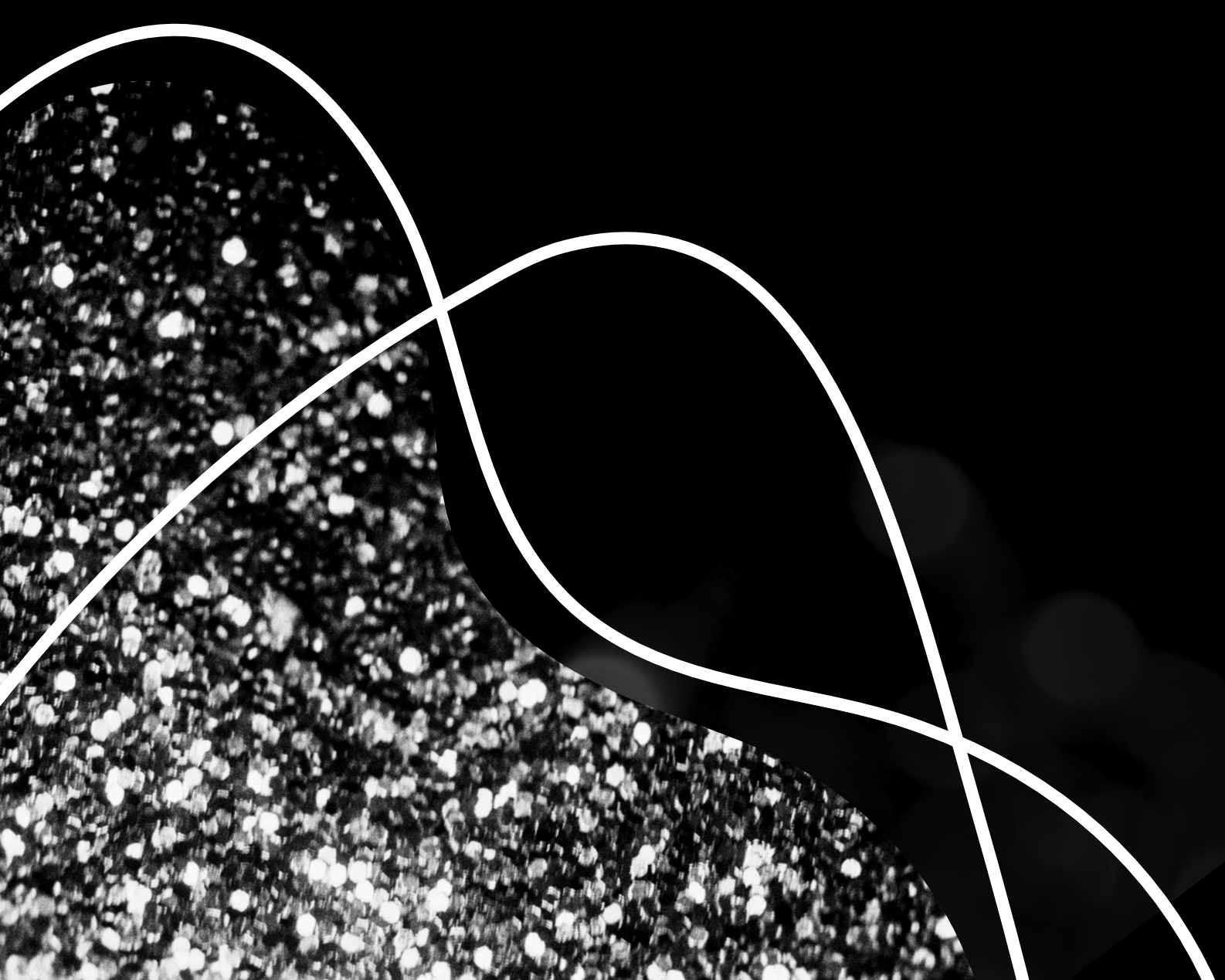
diagonal-fractions

**1
—
2**

stacked-fractions

font-variant-numeric

```
font-variant-numeric: tabular-nums diagonal-fractions;
```



font-variant-numeric

```
font-feature-settings: frac;  
font-variant-numeric: diagonal-fractions;
```

Better characters with

FONT-VARIANT-LIGATURES

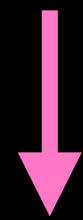
font-variant-ligatures

```
font-variant-ligatures: none;  
font-variant-ligatures: normal;  
font-variant-ligatures: common-ligatures;  
font-variant-ligatures: no-common-ligatures;  
font-variant-ligatures: discretionary-ligatures;  
font-variant-ligatures: no-discretionary-ligatures;  
font-variant-ligatures: historical-ligatures;  
font-variant-ligatures: no-historical-ligatures;  
font-variant-ligatures: contextual;  
font-variant-ligatures: no-contextual;
```

font-variant-ligatures

```
font-variant-ligatures: common-ligatures;
```

fluffy



none

fluffy



common-ligatures

font-variant-ligatures

```
font-feature-settings: "liga" 1;  
font-variant-ligatures: common-ligatures;
```

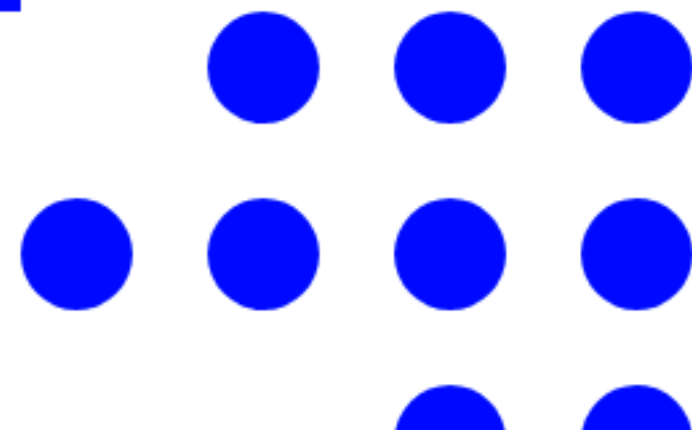
fluffy Jello



Our Little fluffy Jello, is a little mellow fellow.



Little fluffy Jello, the little mellow fellow.



Little yellow Jello, eating my marshmallow. We boop your nose, and squish your toes. And let you run and chase the

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.

Your little squishy face, and floopy little ears. Little floofy Jello, always here to say hello.

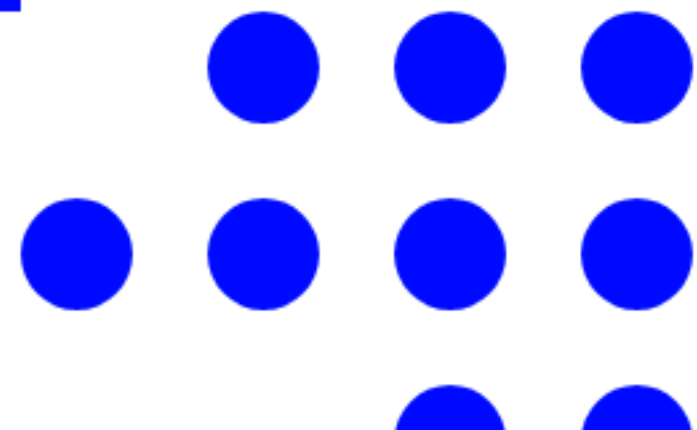
fluffy Jello



Our Little fluffy Jello, is a little mellow fellow.



Little fluffy Jello, the little mellow fellow.



Little yellow Jello, eating my marshmallow. We boop your nose, and squish your toes. And let you run and chase the

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.

Your little squishy face, and floopy little ears. Little floofy Jello, always here to say hello.

Getting fancy with

FONT-VARIANT-ALTERNATES



@mandy_kerr

font-variant-alternates

```
font-variant-alternates: historical-forms;  
font-variant-alternates: stylistic();  
font-variant-alternates: stylesheet();  
font-variant-alternates: character-variant();  
font-variant-alternates: ornaments();  
font-variant-alternates: swash();
```

Zappino
Zappino
Zappino



font-variant-alternates

```
@font-feature-values "MonteCarlo" {  
  @swash {  
    swsh: 1;  
  }  
}  
  
.fancy-font {  
  font-variant-alternates: swash(swsh);  
}
```

font-variant-alternates

Fluffy Tella



none

Fluffy Tella



```
font-variant-alternates: swash(swsh);
```

font-variant-alternates

```
font-feature-settings: "swsh" 1;  
font-variant-alternates: swash(swsh);
```

Fluffy Tella

Hello little fluffy Jello...

The little mellow fellow. Little yellow Jello, eating my marshmallow. Your little squishy face, and floopy little ears. Little floofy Jello, always here to say hello.

We boop your nose, and squish your toes. And let you run and chase the crows. We pat your head and scratch your belly. Even when your farts are smelly.

Little mellow Jello, you squishy little fellow.

—Mandy Michael, Friend of Jello

Fluffy & Sweet

Fluffy & Sweet

Fluffy & Sweet

Fluffy & Sweet



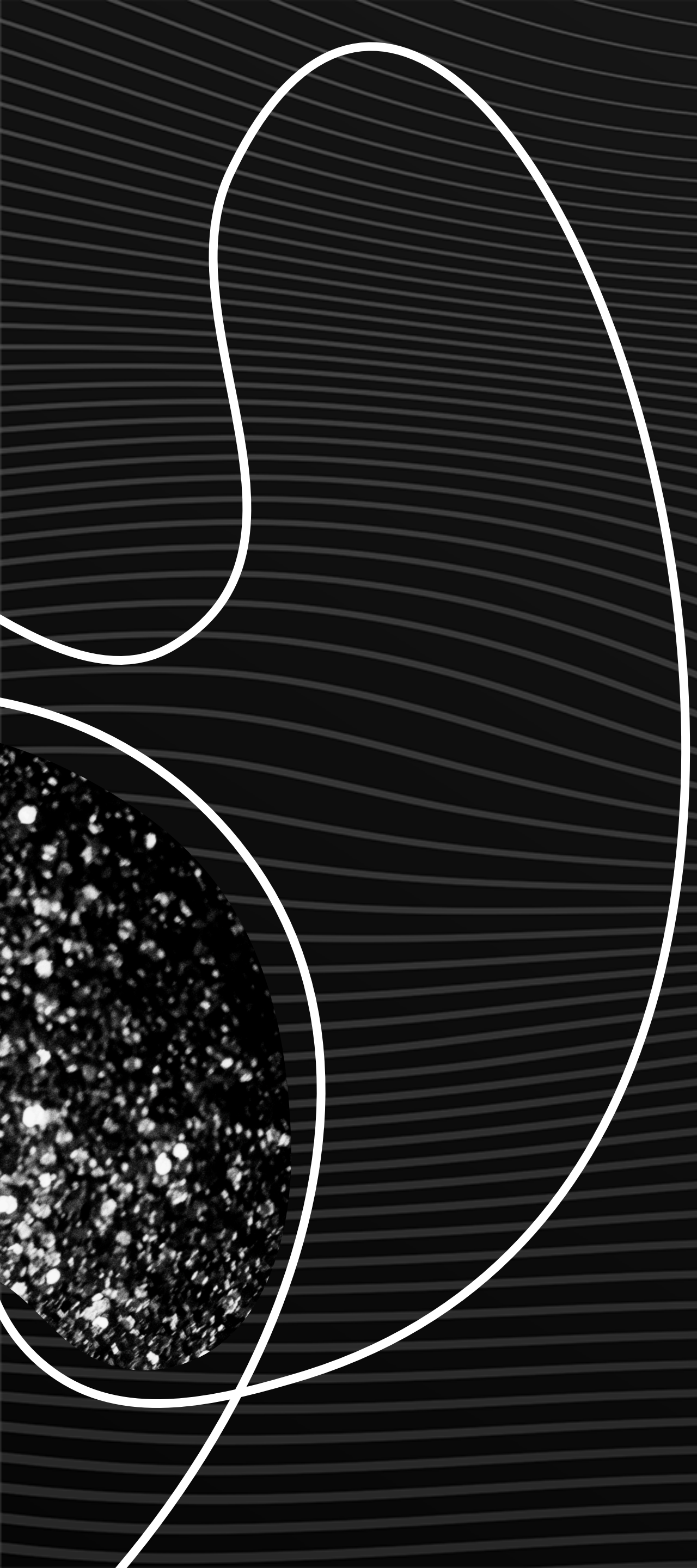
The Complete CSS Demo for OpenType Features

twitter.com/tunghsiao

sparanoid.com/lab/opentype-features

Exploring available


TEXT PROPERTIES



Understanding
**INLINE/BLOCK
DIRECTION.**

(previously horizontal vs vertical)

Inline Direction: *left to right*



Vivamus ut dolor nec dolor aliquam scelerisque quis et nisl.
Donec in ipsum eget tortor elementum bibendum.

Sed interdum nec neque eget pretium. Sed sit amet risus felis.
Sed molestie leo id diam dignissim efficitur. Mauris a finibus
lectus.

Donec a ullamcorper ante. Suspendisse scelerisque odio
augue, vitae venenatis nisl posuere a. Sed bibendum sem vitae
lorem maximus mattis.

Block Direction:
Top to Bottom



Inline Direction: Right to left



ب بعد كرسي ألم طوكيو, عدد إذ جنوب لأداء. وتم حقول تحركت أم, لها في كانتا التجارية.
من قادة التقليدي الأمريكية يكن, ثم لعدم الواقعة شيء, بالرد بمعارضة الانجليزية أخرج. بل
عدد الجو غريمه إتفاقية. ما بحق تسمى الطريق, كما عن اعتداء الصفحة. وصل قد المحيط
الثقل, جهة تم غضون اليابان الرئيسية. مرمى النفط لكل عن, وقد فهرست الإمتعاض لم

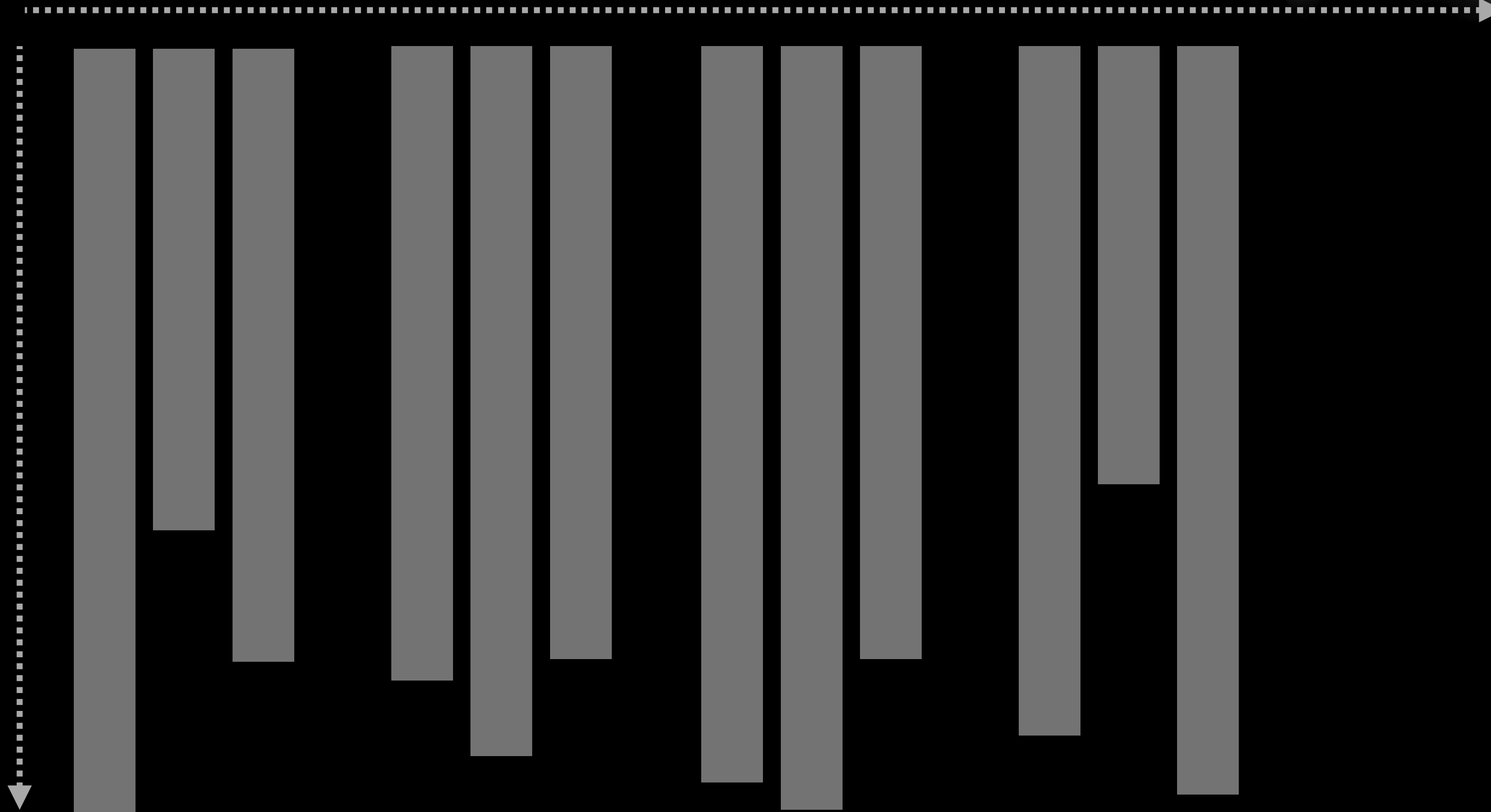
و بعض المدن والعتاد, إستعمل بقيادة ا ب دنو. قام سكان وزارة ممثلة أي, بلا ٣٠ دأبوا عرفها
أعمال. بل سكان إعادة أدوات حدى. مما لم جنوب أعمال وقدموا, بين تاريخ كانتا الهادي هو.
لها قد النفط المضي, بها قررت لليابان وانتهاءً ما

Block Direction: Top to Bottom



Block Direction: *left to right*

Inline Direction:
Top to Bottom



text-align

```
text-align: left;
```

Little mellow Jello, you squishy
little fellow.

و بعض المدن والعتاد, إستعمل بقيادة ا ب دنو. قام سكان
٣٠ دأبوا عرفها أعمال. بل سكان إعادة

Example of
LOGICAL PROPERTIES

logical properties

```
text-align: start;
```

Little mellow Jello, you squishy
little fellow.

و بعض المدن والعتاد, إستعمل بقيادة ا ب دنو. قام سكان
٣٠ دأبوا عرفها أعمال. بل سكان إعادة

Making use of
SPACING ELEMENTS

word-spacing

```
word-spacing: 0.5em;
```

Dap ibus Inceptos Cons ctetur

```
word-spacing: -0.5em;
```

DapibusInceptosConsctetur

```
word-spacing: normal;
```

Dap ibus Inceptos Cons ctetur

letter-spacing

```
letter-spacing: 0.5em;
```

J e l l o i s a
f l u f f y f e l l o w

```
letter-spacing: -0.15em;
```

Jelloisافلuffyfellow

```
letter-spacing: normal;
```

Jello is a fluffy fellow

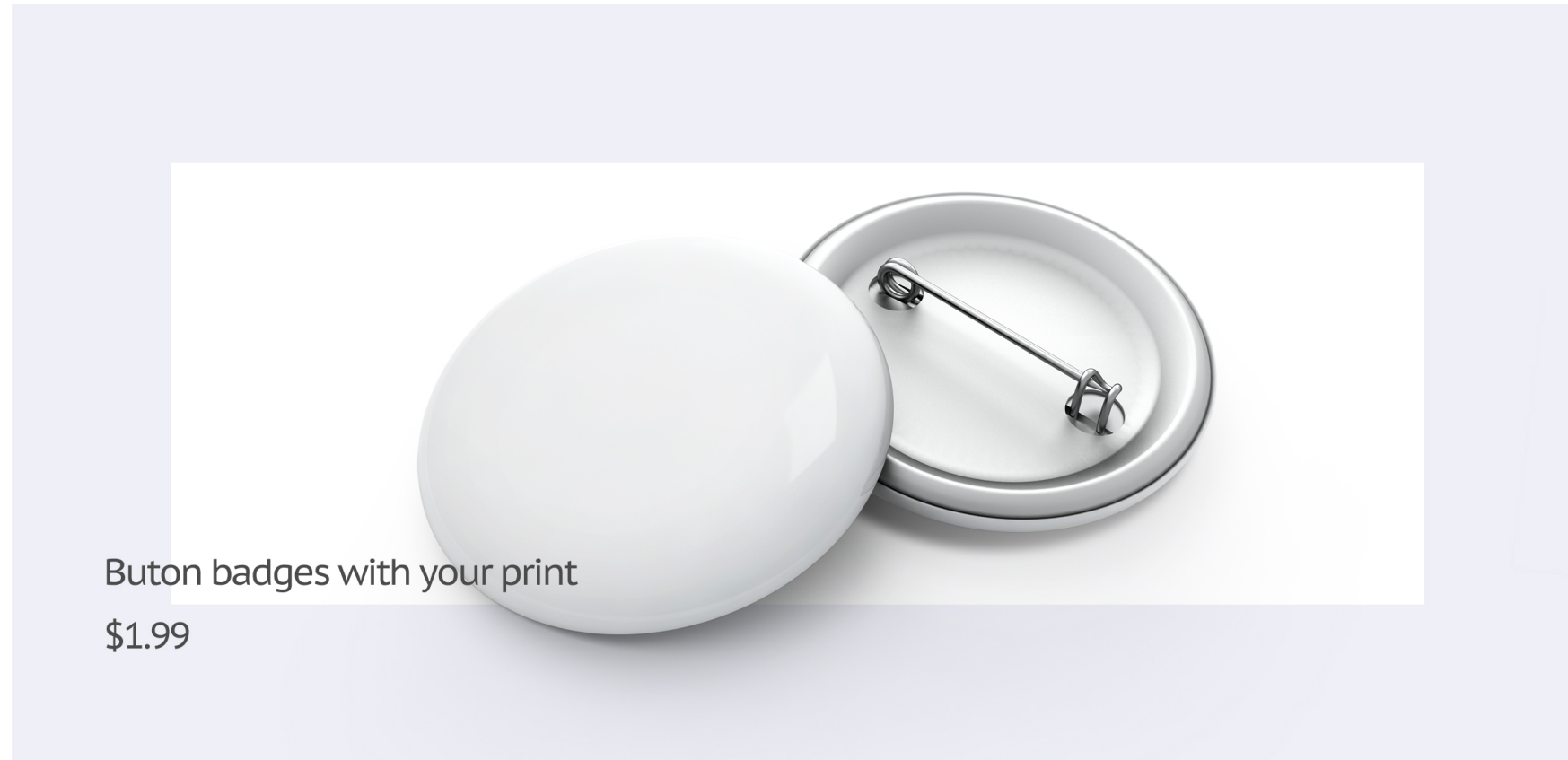
line-height

```
line-height: 0.5;
```

Cras justo odio, dapibus ac facilisis in,
egestas eget quam. Duis mollis, est non
commodo luctus, nisi erat porttitor.

```
line-height: -0.5;
```

Cras justo odio, dapibus ac facilisis in,
egestas eget quam. Duis mollis, est non
commodo luctus, nisi erat porttitor.



Today's Picks



Silver keychain with custom engraving \$3.99



Glass mug with custom print \$5.99



Phone case with custom print \$10.99



Steel spinner with custom print \$7.99

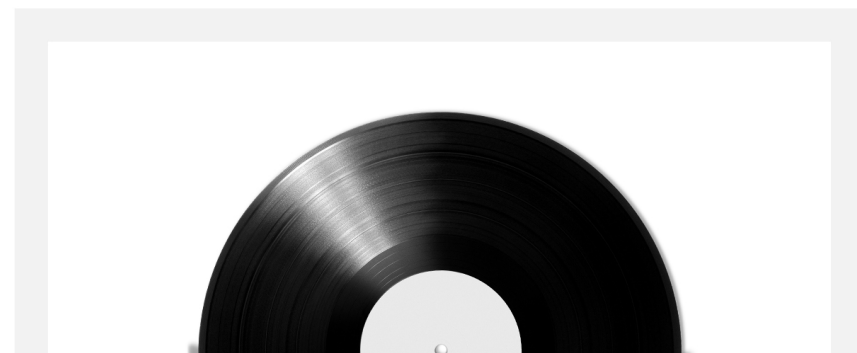
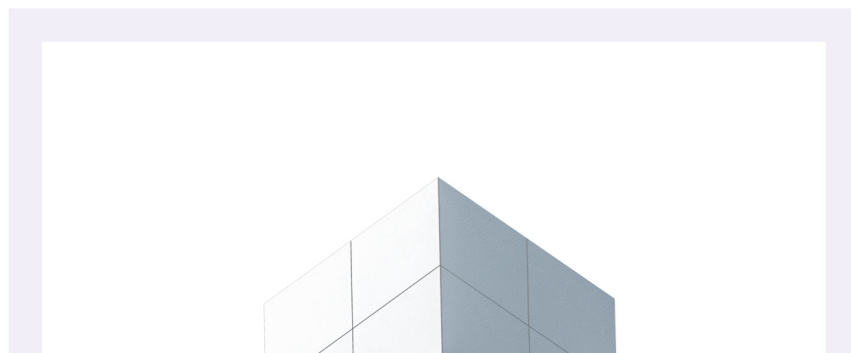


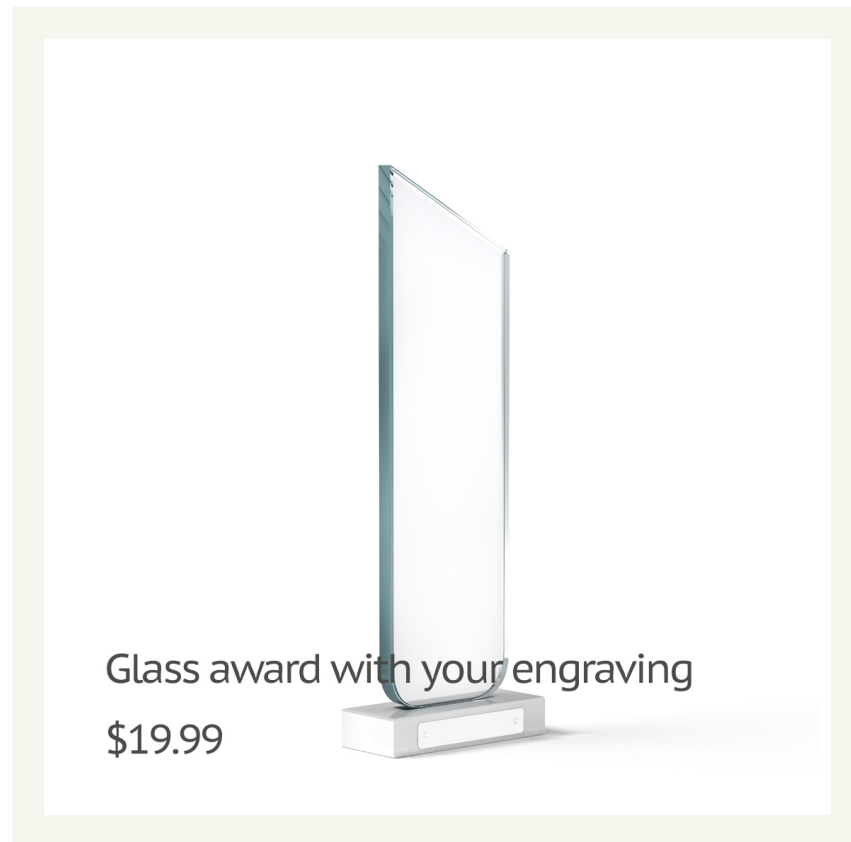
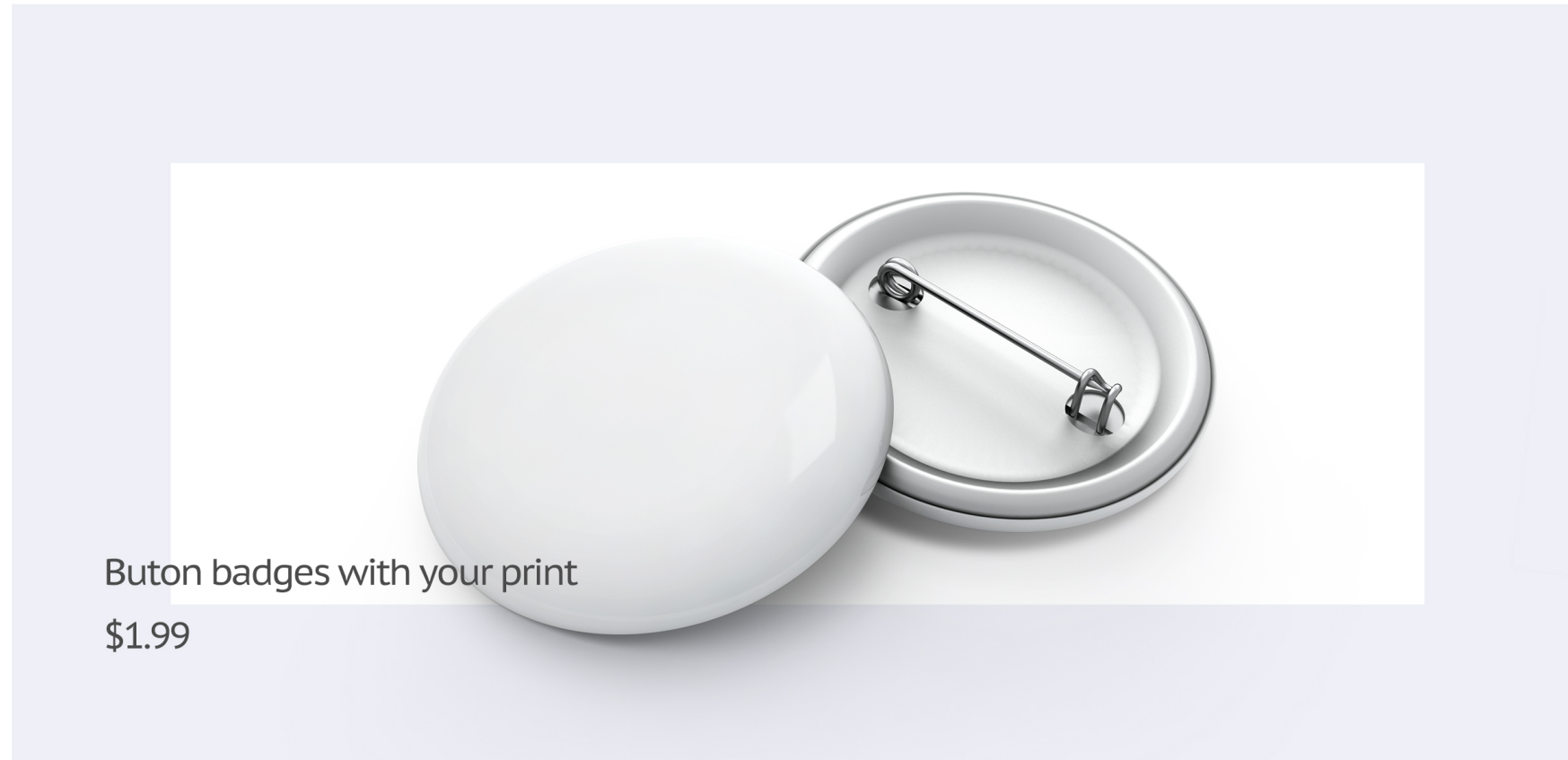
Soft pillow with custom print \$15.99



New vape with custom print \$30.99

Follow us on social media





Today's Picks



Silver keychain with custom engraving \$3.99



Glass mug with custom print \$5.99



Phone case with custom print \$10.99



Steel spinner with custom print \$7.99

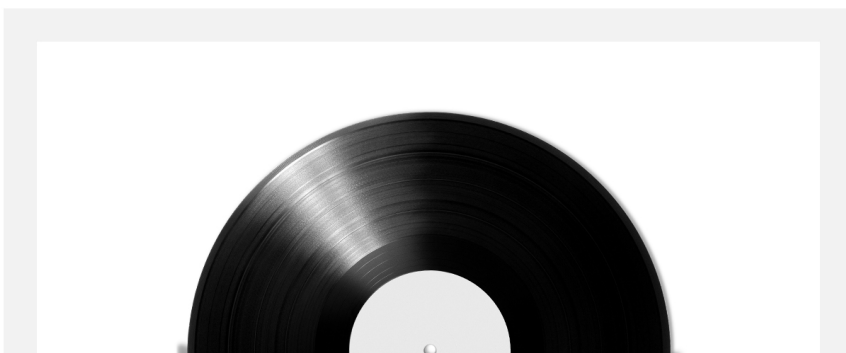
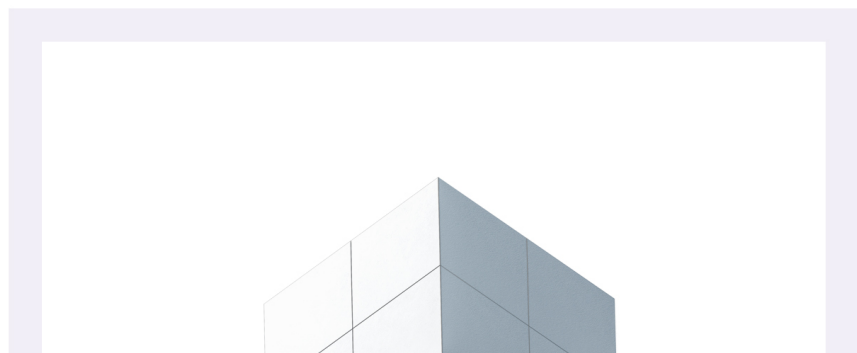


Soft pillow with custom print \$15.99




New vape with custom print \$30.99

Follow us on social media






Personalized bouquet from \$10.99



Buton badges with your print \$1.99



Glass award with your engraving \$19.99



White t-shirt with your print \$9.99

Today's Picks



Silver keychain with custom engraving \$3.99



Glass mug with custom print \$5.99



Phone case with custom print \$10.99



Steel spinner with custom print \$7.99

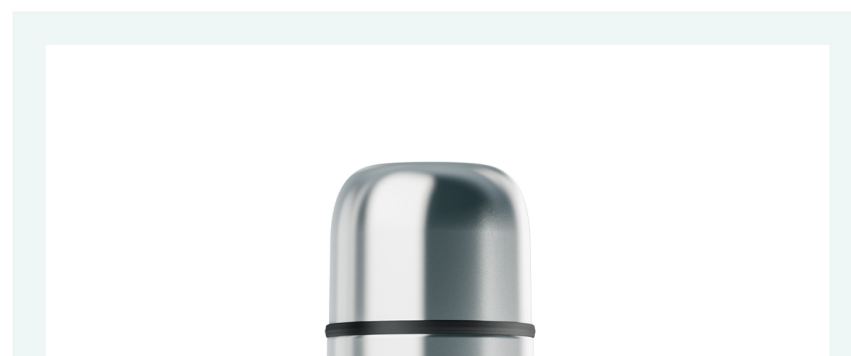
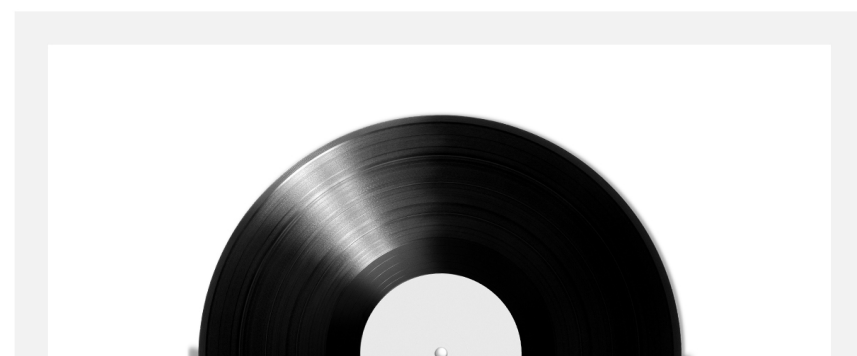
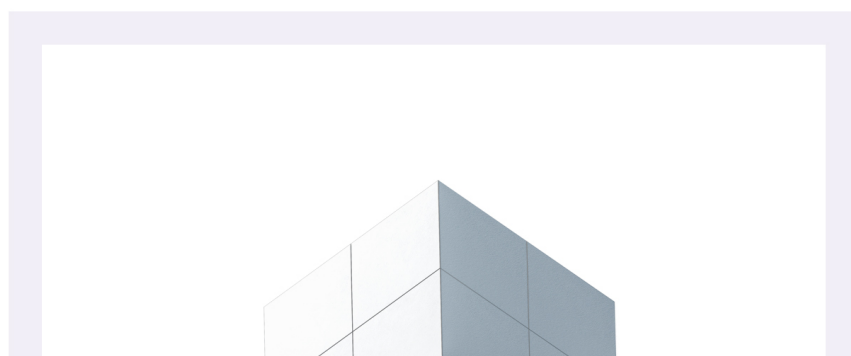


Soft pillow with custom print \$15.99



New vape with custom print \$30.99

Follow us on social media



Jello

is a fluffy fellow

DONEC ID ELIT NON MI PORTA

GRAVIDA AT EGET METUS MAECENAS

SED DIAM.



↑↓
28px

Jello is a fluffy fellow

↑↓
28px

Little fluffy Jello, the little mellow fellow, little yellow Jello, eating my marshmallow. Your little squishy face, and floopy little ears. Little floofy Jello, always here to say hello.



Jello is a fluffy fellow

Jello is a fluffy fellow

Leading



Jello is a fluffy fellow

leading-trim

(Draft spec)

Cap
Height



Jello is a fluffy fellow

Ideographic
baseline



```
h1 {  
  leading-trim: cap ideographic;  
}
```

Creating lines with

TEXT-DECORATION



text-decoration-color

Jello Is A Fluffy Fellow

```
text-decoration-color: yellow
```

text-decoration-thickness

Jello Is A Fluffy Fellow

```
text-decoration-thickness: 10px
```

text-decoration-thickness

hello



auto

hello



from-font

text-underline-offset

Jello Is A Fluffy Fellow

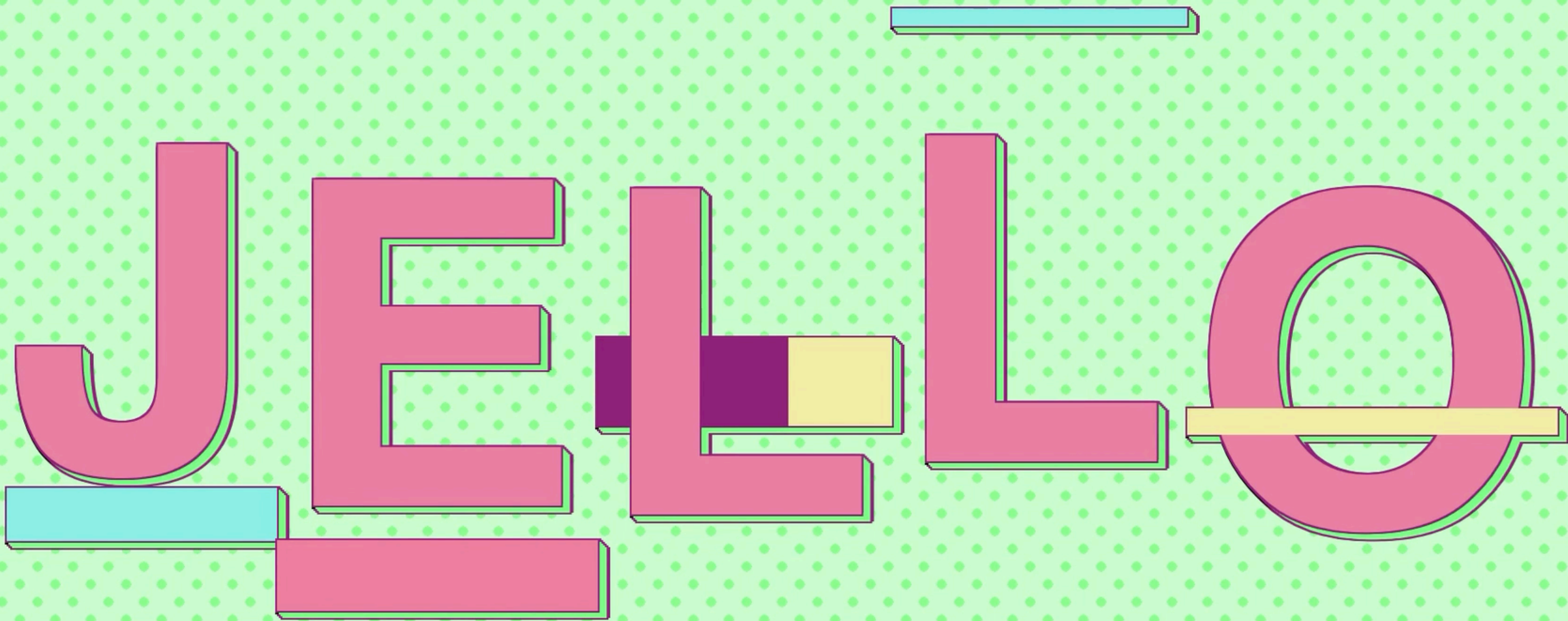
```
text-underline-offset: 15px;
```

Fruffy
Jello

THERE IS NO DOG

QUITE LIKE JELLO.

JEWELL



Cleaner rendering with
FONTSMOOTHING

font-smooth

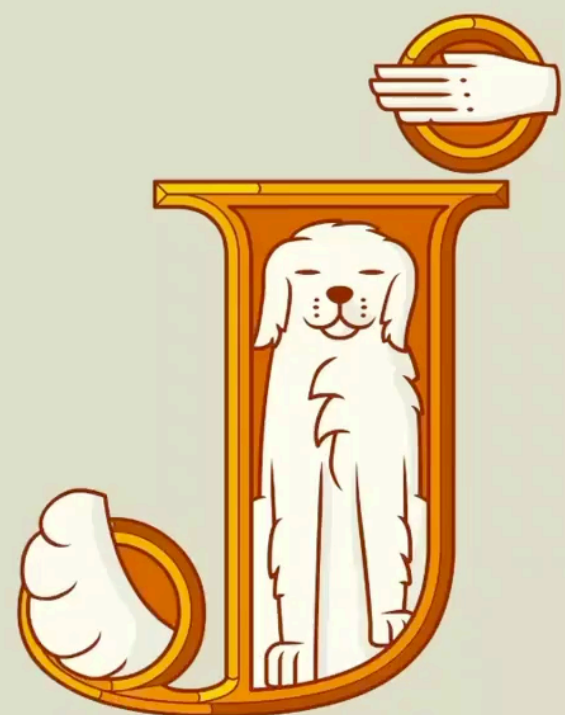
```
-webkit-font-smoothing: antialiased;  
-moz-osx-font-smoothing: grayscale;
```

Without font smoothing

With font smoothing



Improving
TEXT ON THE WEB.



DONEC ID ELIT NON MI PORTA
GRAVIDA AT EGET METUS MAECENAS
SED DIAM.

Fluffy & Sweet

Fluffy Jello

**Fluffy
Jello**

THERE IS NO DOG
QUITE LIKE JELLO.

a

LEXEND

VARIABLE WIDTH + BOUNDING BOX



Aa 1/2 1/3 1/4 1/5 1/6

Aa 123 12345/67890

988,826.09

211,174.11

693,543.00

171,231.74

900,680.92



Jello

JELLO



fluffy

Thanks & Resources...

Font Types & Properties

www.harbortype.com/fonts/rocher-color

material.io/blog/color-fonts-are-here

alistapart.com/article/web-typography-numerals

www.typography.com/fonts/surveyor

wakamaifondue.com

developer.mozilla.org/en-US/docs/Web/CSS/font-variant-alternates

developer.mozilla.org/en-US/docs/Web/CSS/font-variant-numeric

developer.mozilla.org/en-US/docs/Web/CSS/font-variant-ligatures

Text Properties

usabilitypost.com/2012/11/05/stop-fixing-font-smoothing/

github.com/google/fonts/issues/1170

developer.mozilla.org/en-US/docs/Web/CSS/text-decoration-thickness

