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13 Golden Rules for Typography on the Web

Richard Rutter, Clearleft

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#summit17

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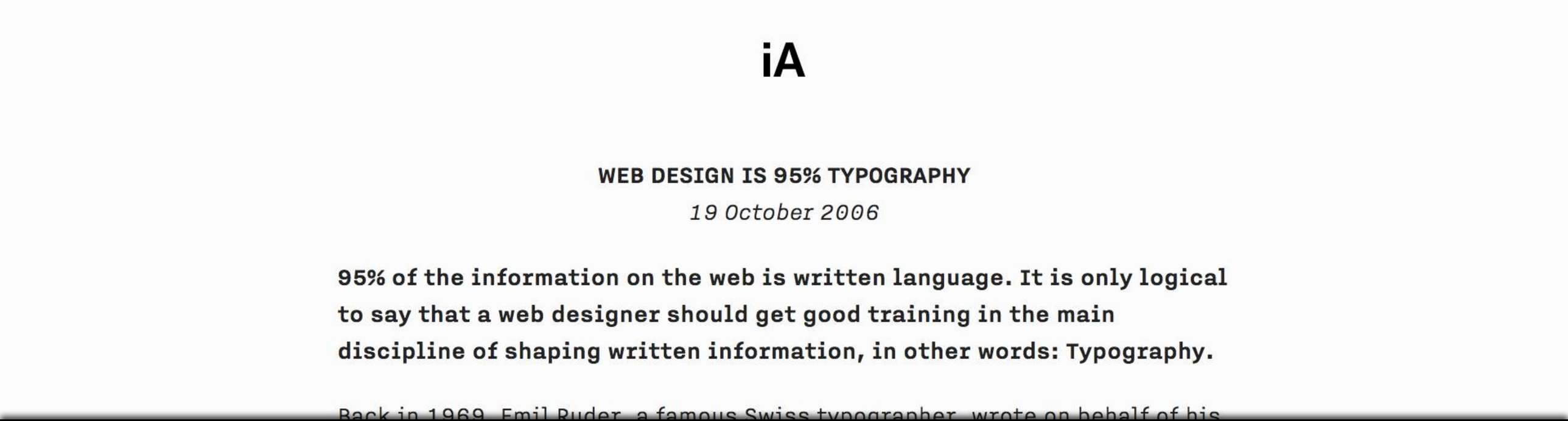
13 Golden Rules for Typography on the Web

Richard Rutter, Clearleft

Photo: Marc Thiele



“It is only logical to say that a web designer should get good training in typography.”

Oliver Reichenstein, *Web Design is 95% Typography*
https://ia.net/know-how/the-web-is-all-about-typography-period

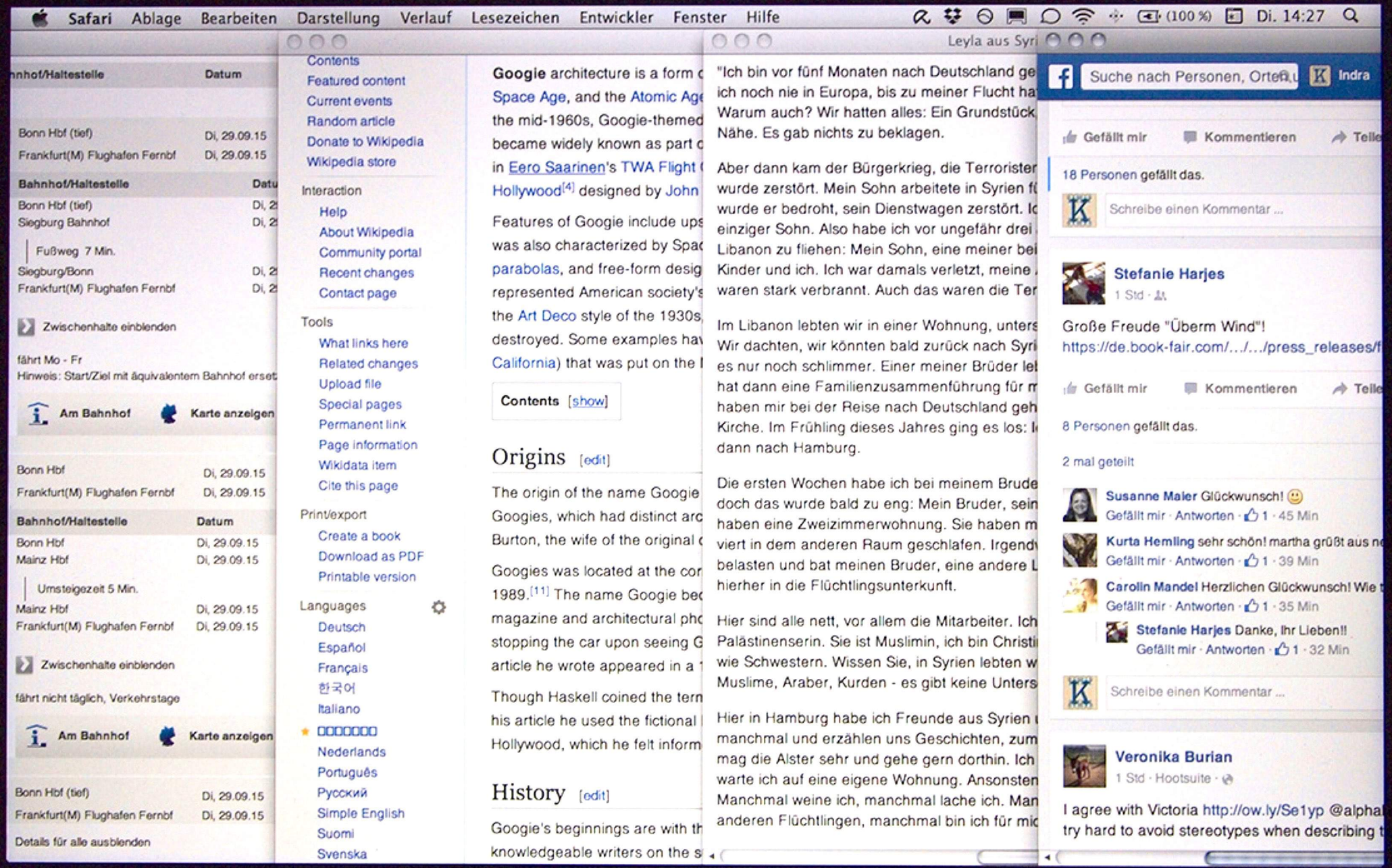
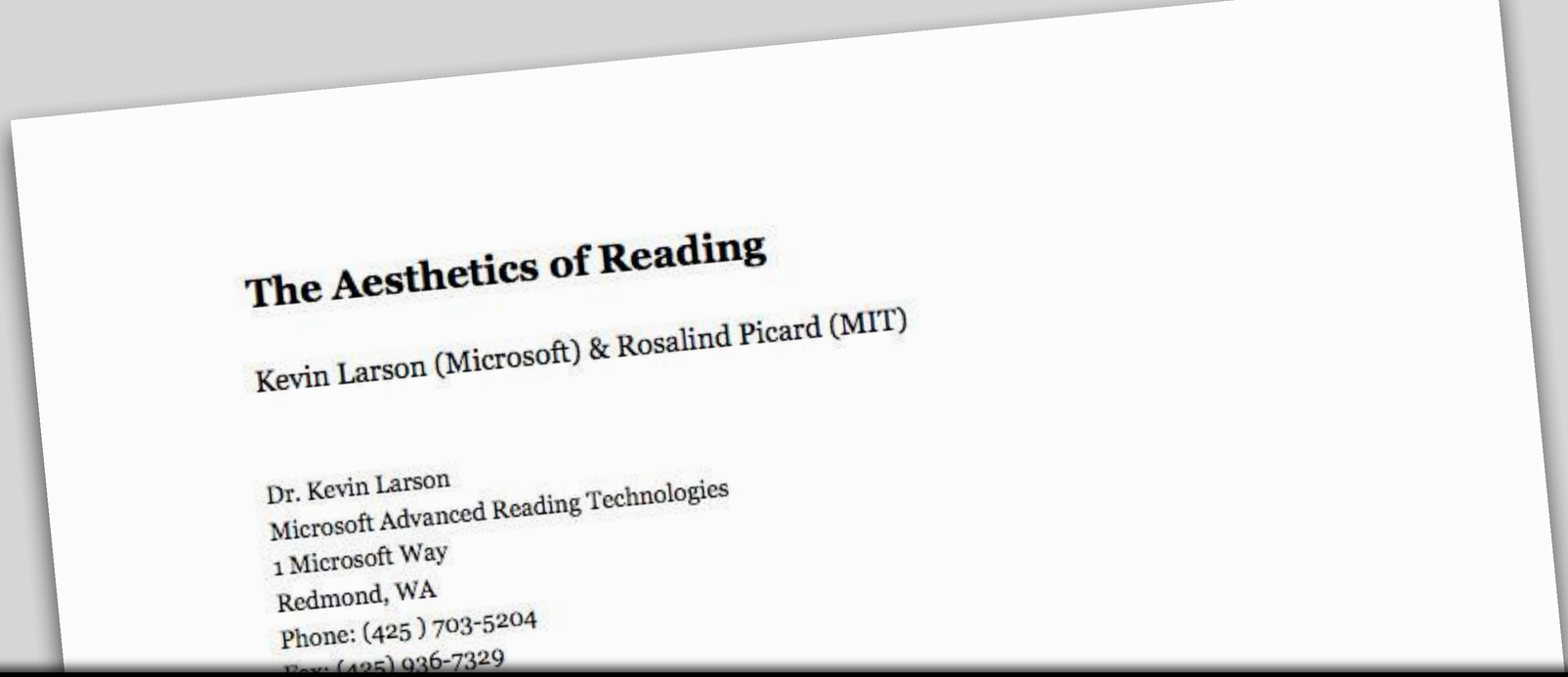
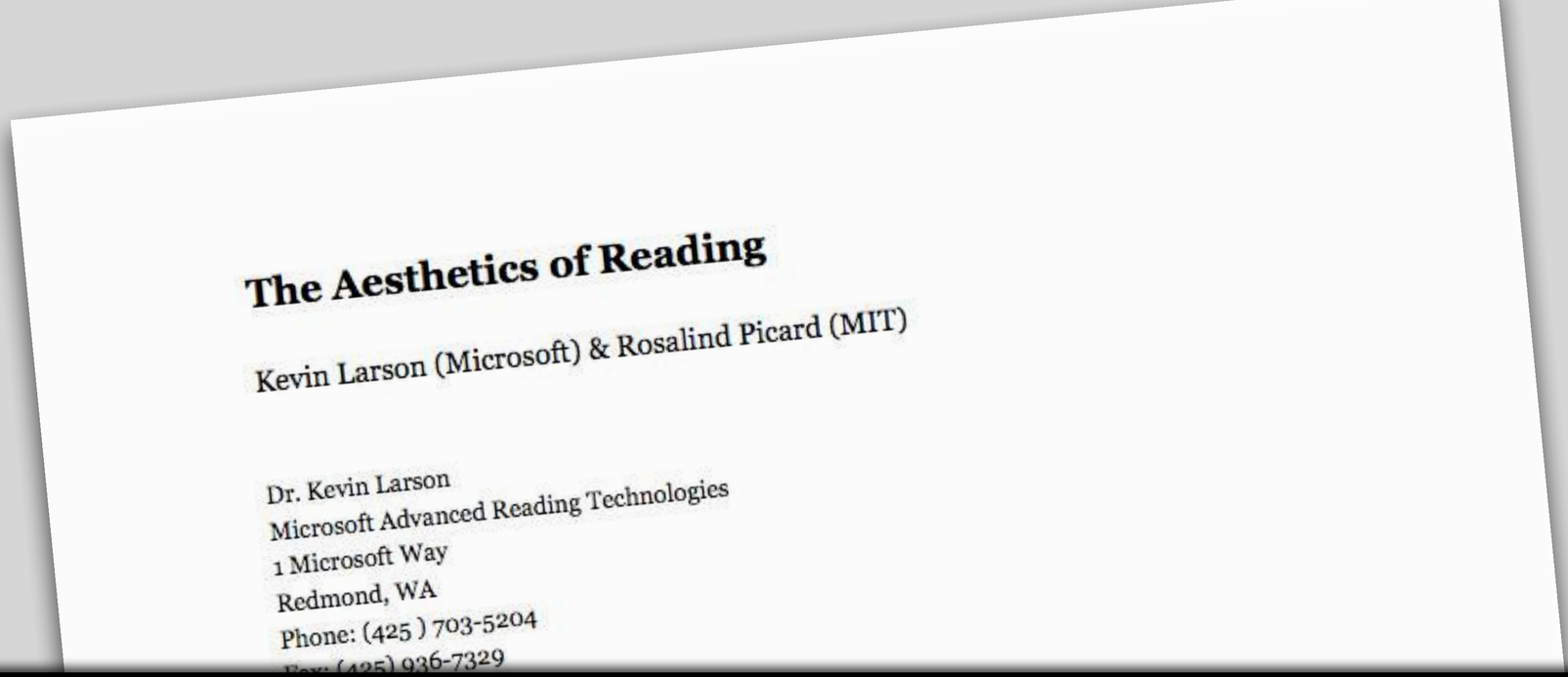


Photo: Indra Kupferschmid



“There are important differences between good or poor typography that appear to have little effect on reading speed and comprehension.”

Dr. Kevin Larson (Microsoft)
and Dr. Rosalind W. Picard (MIT)

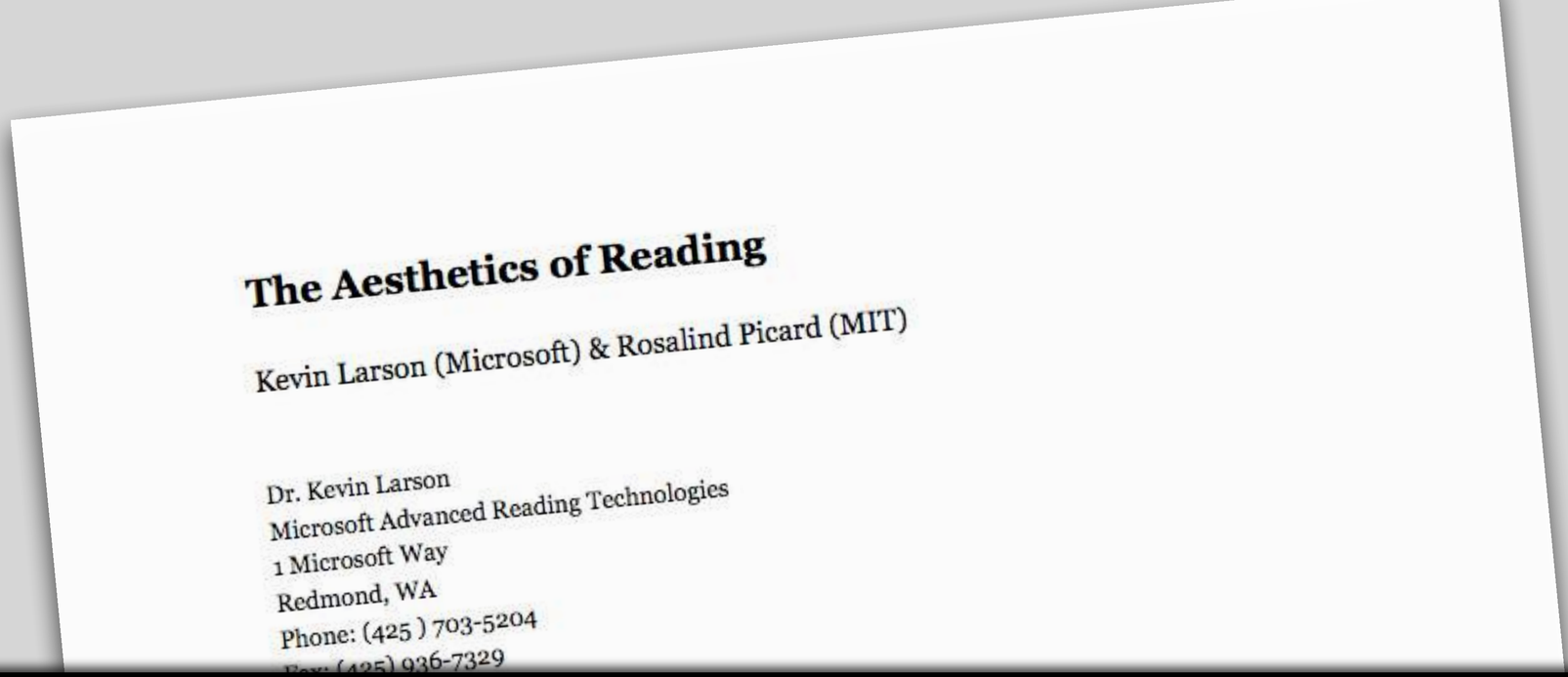

The Aesthetics of Reading

Kevin Larson (Microsoft) & Rosalind Picard (MIT)

Dr. Kevin Larson
Microsoft Advanced Reading Technologies
1 Microsoft Way
Redmond, WA
Phone: (425) 703-5204
Fax: (425) 936-7329

“Good quality typography is responsible for greater engagement during reading.”

Dr. Kevin Larson (Microsoft)
and Dr. Rosalind W. Picard (MIT)



“Good typography induces a good mood.”

Dr. Kevin Larson (Microsoft)
and Dr. Rosalind W. Picard (MIT)

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Good typography *induces a* good mood!

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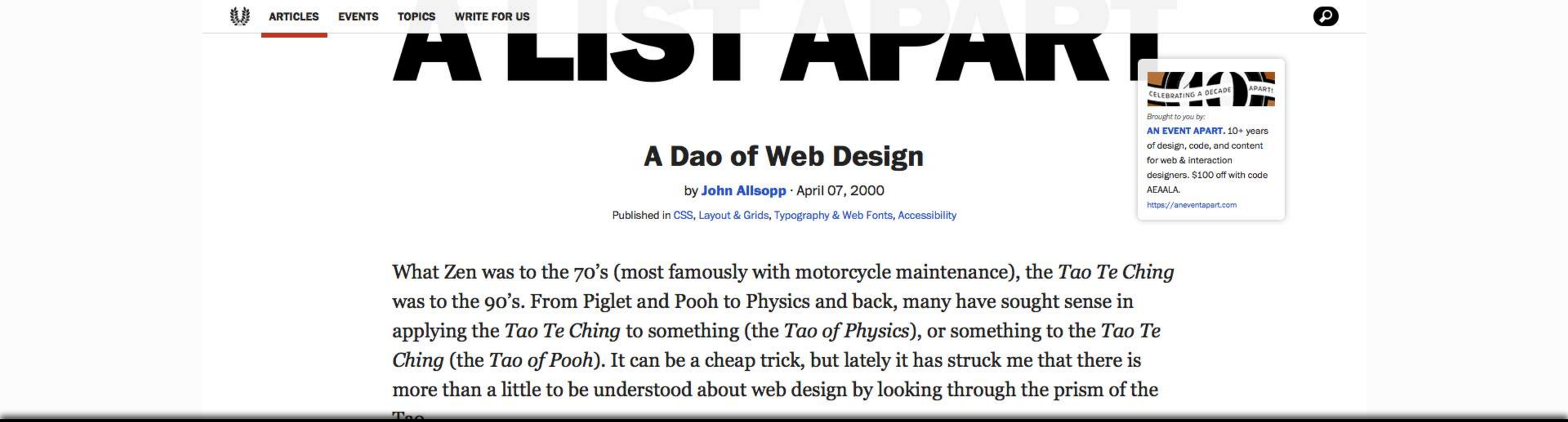
№1
Learn to relinquish control



"The sage … accepts the ebb and flow of things, Nurtures them, but does not own them."

John Allsop, *A Dao of Web Design*
https://alistapart.com/article/dao

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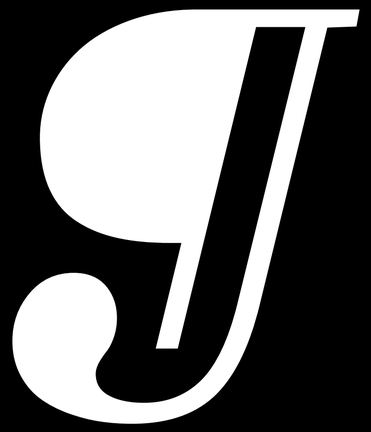
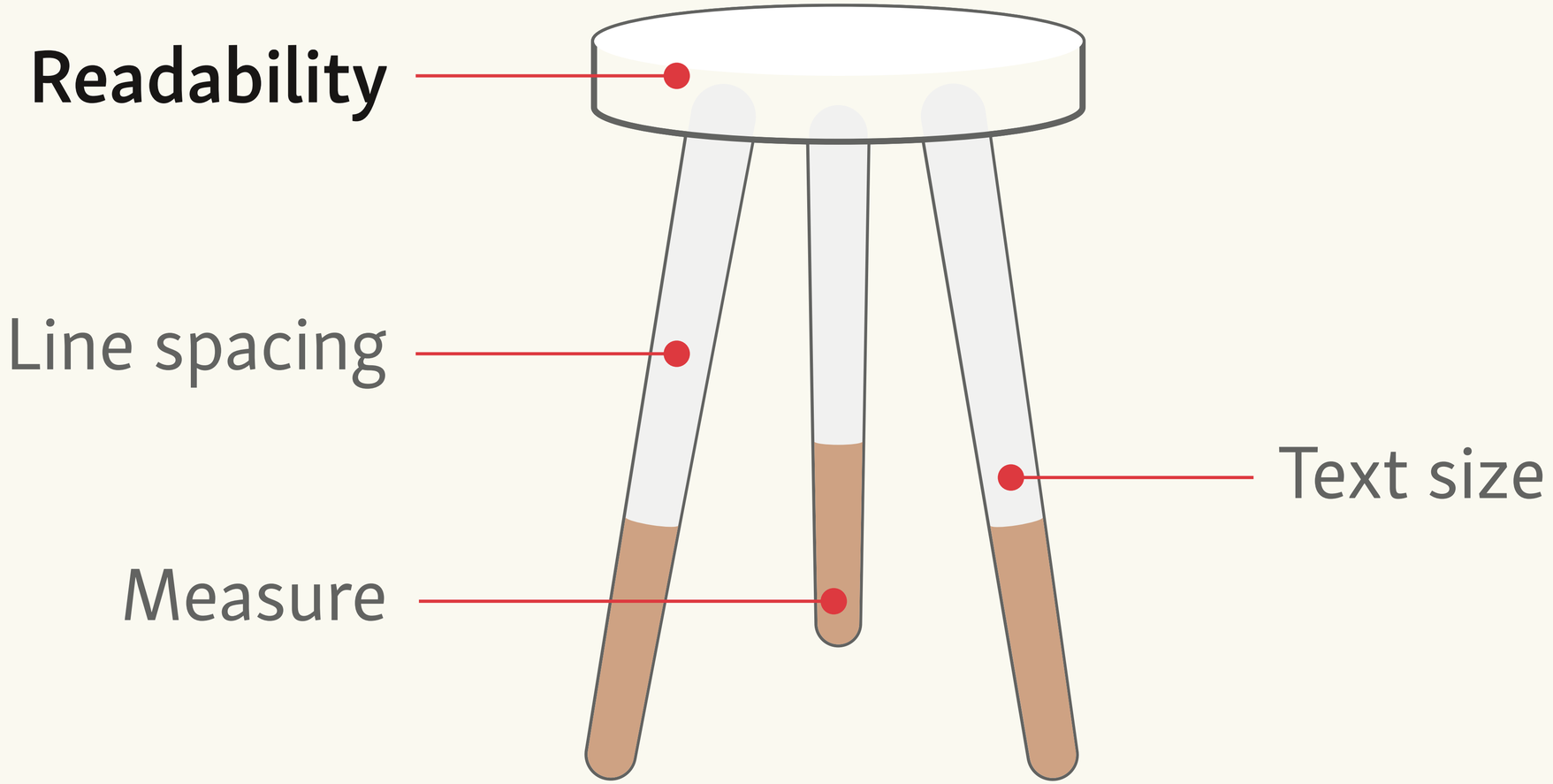
№2
Don’t trust computers




Readability
Line spacing
Measure
Text size

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№3

Use the default font size for paragraph text

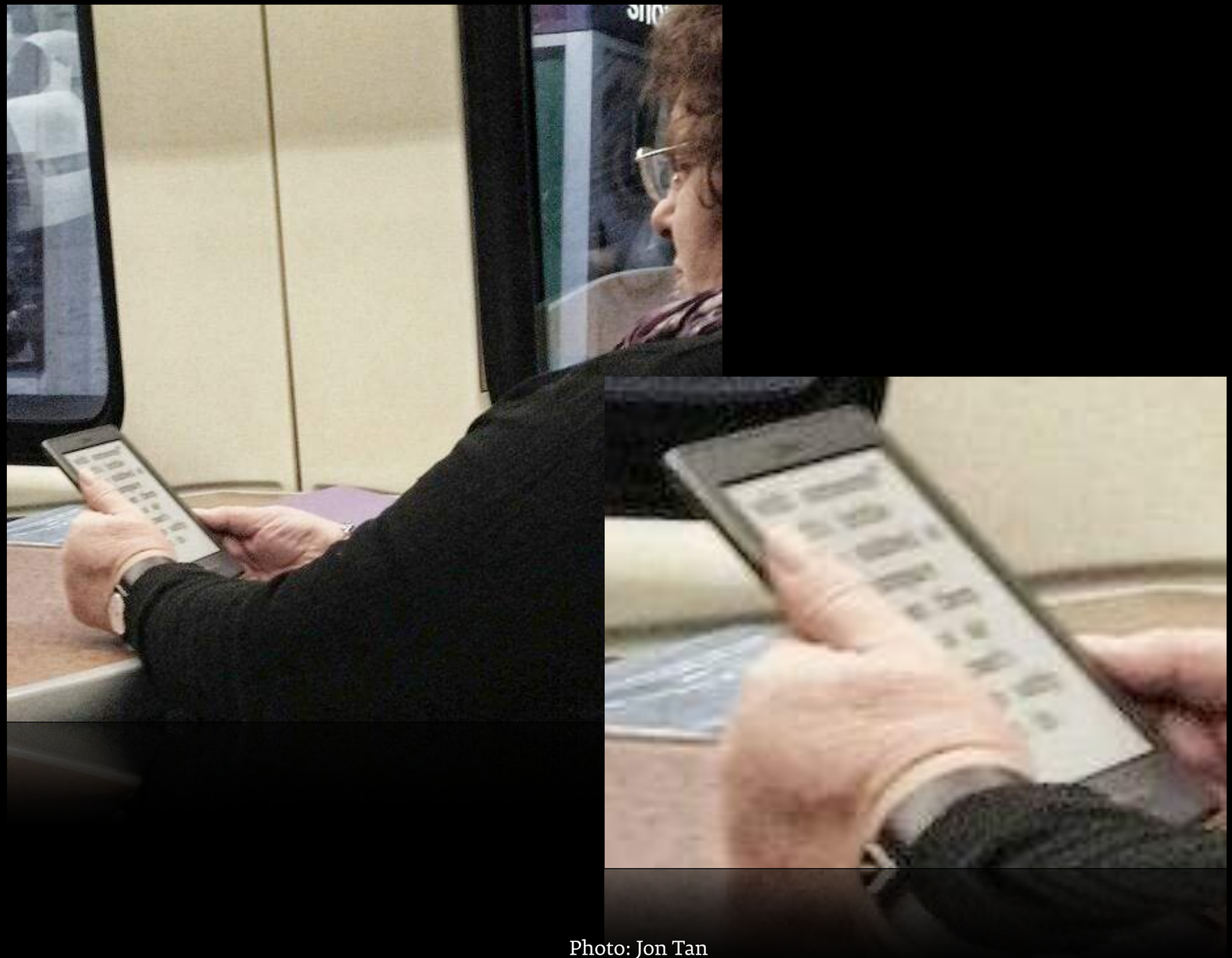

Photo: Jon Tan

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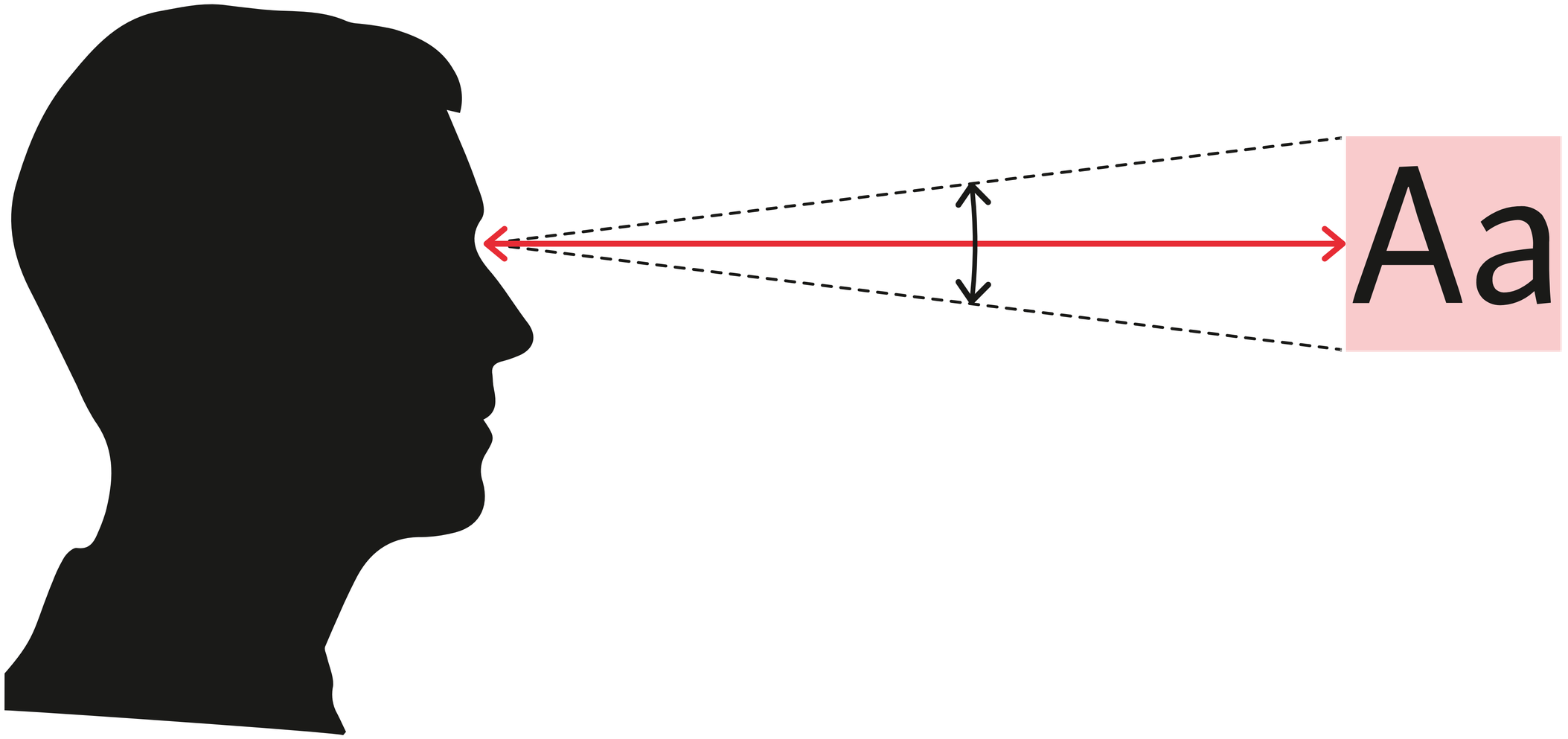
№4

Adjust type size according to reading distance

channel4.com/programmes/father-ted/

channel4.com/programmes/father-ted/


Aa

Size Calculator

Enter any two values to calculate the third.

Viewing Distance

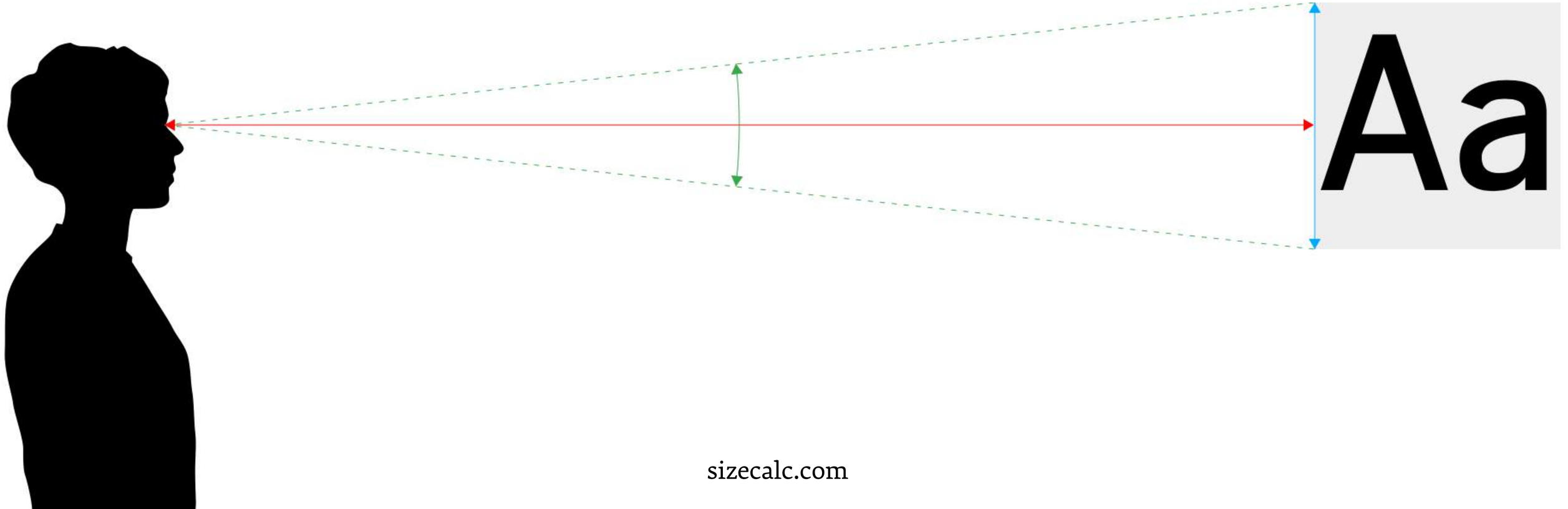
30 centimeters

Physical Size

millimeters

Perceived Size

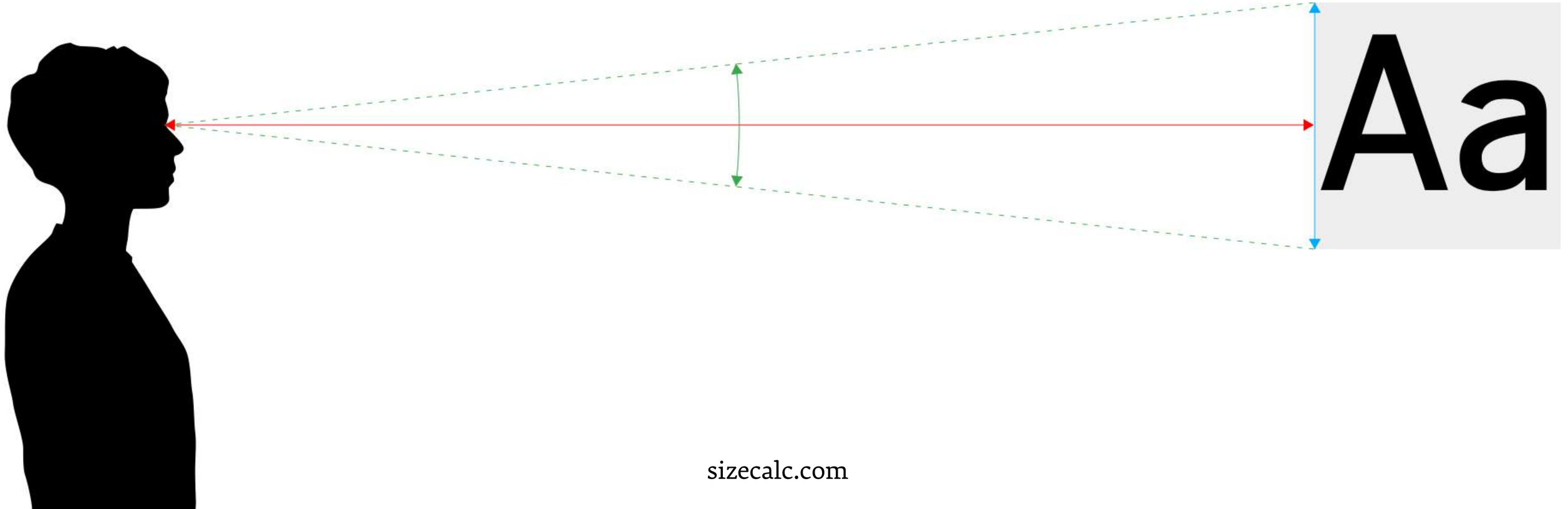
arcminutes



Size Calculator

Enter any two values to calculate the third.

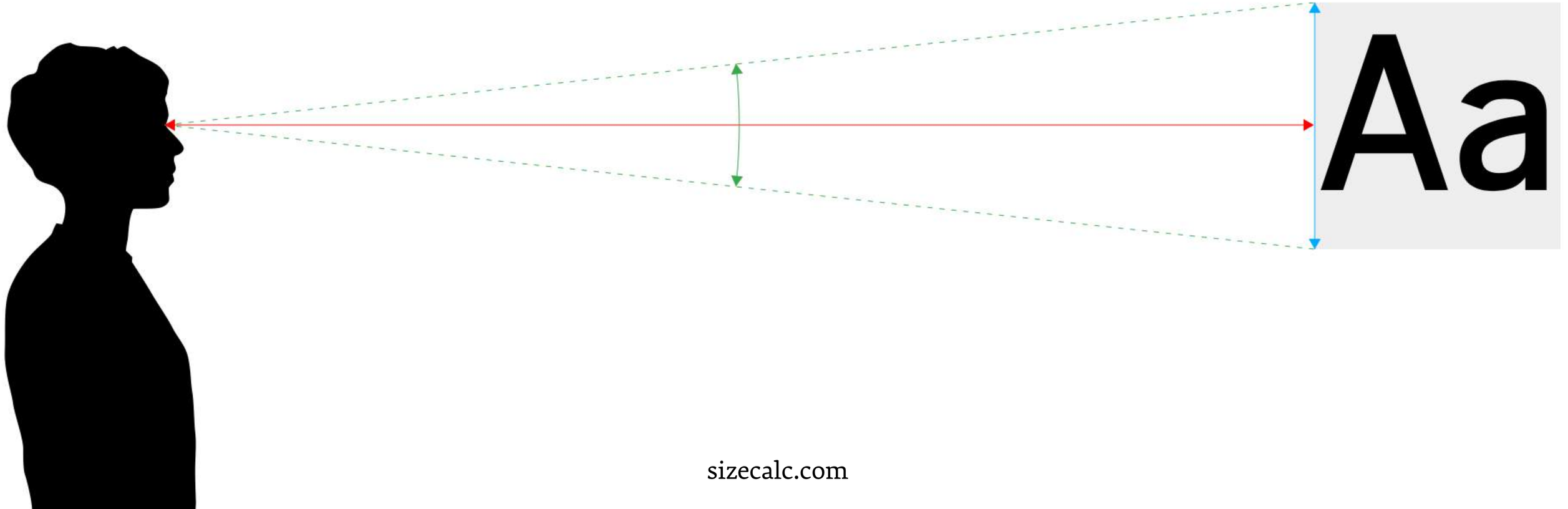
Viewing Distance	Physical Size	Perceived Size
30 centimeters	millimeters	30 arcminutes



Size Calculator

Enter any two values to calculate the third.

Viewing Distance	Physical Size	Perceived Size
30 centimeters	2.61801 millimeters	30 arcminutes

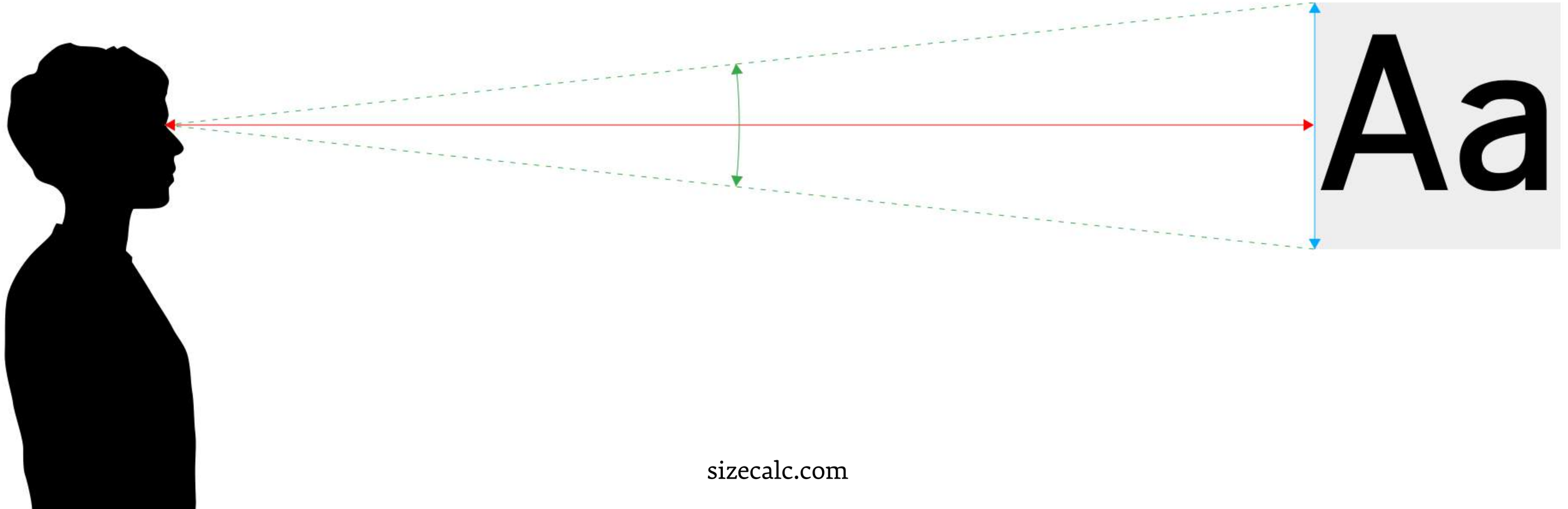


Size Calculator

Enter any two values to calculate the third.

Viewing Distance | **Physical Size** | **Perceived Size**

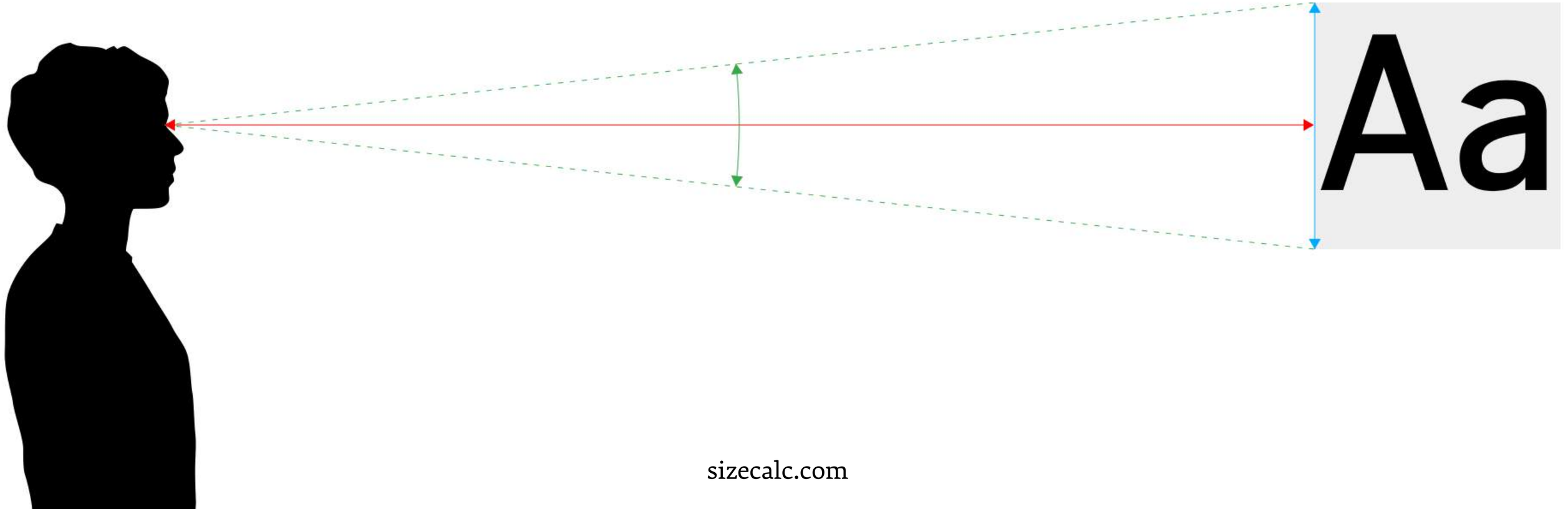
centimeters | millimeters | arcminutes

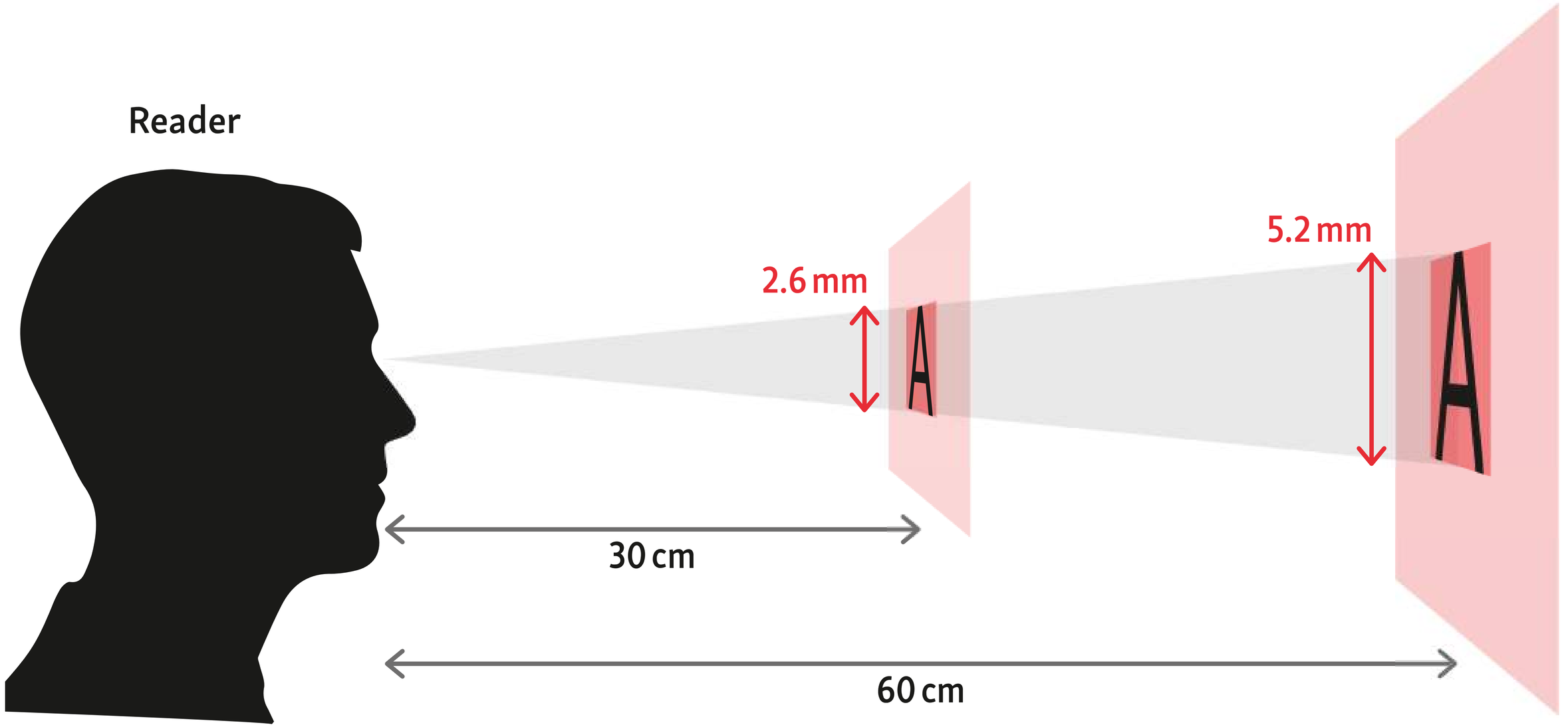


Size Calculator

Enter any two values to calculate the third.

Viewing Distance	Physical Size	Perceived Size
60 centimeters	5.236021 millimeters	30 arcminutes




Reader
2.6 mm
A
5.2 mm
A
30 cm
60 cm

Size Calculator

Enter any two values to calculate the third.

Viewing Distance

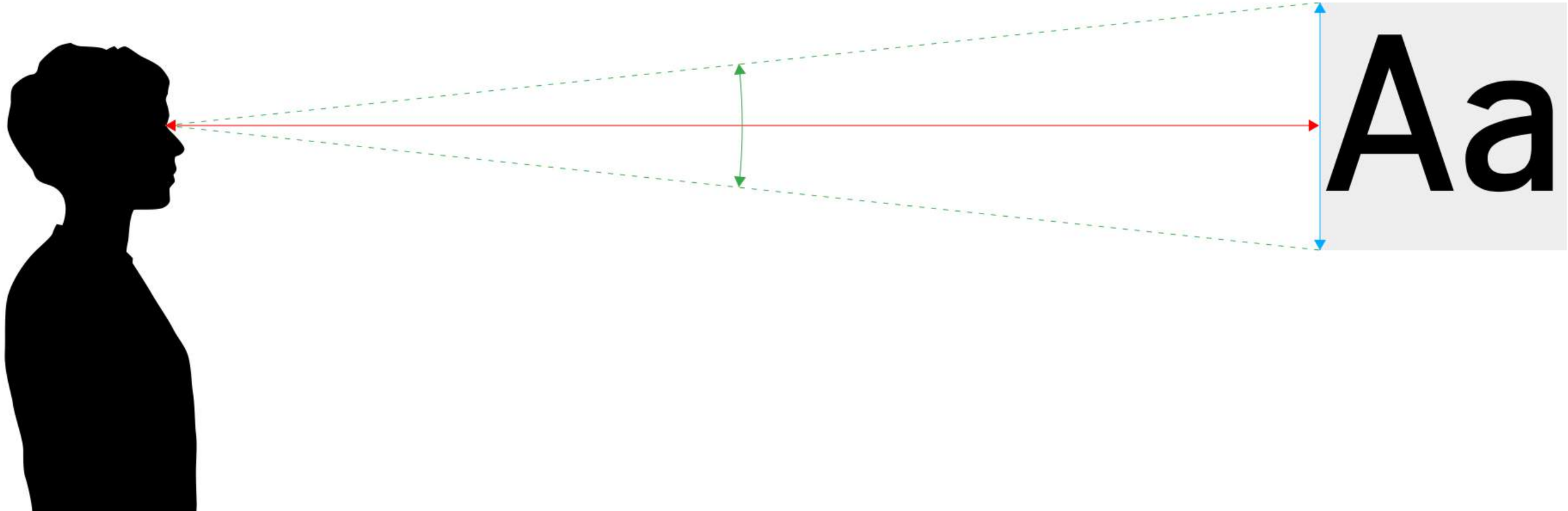
centimeters

Physical Size

millimeters

Perceived Size

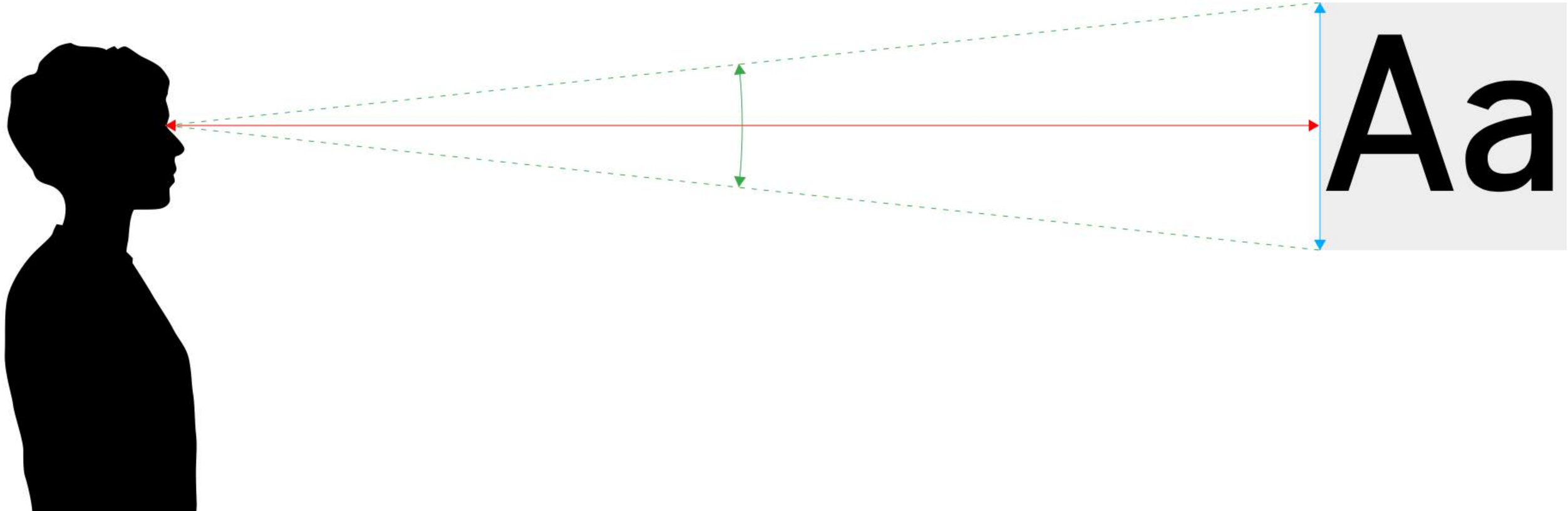
arcminutes



Size Calculator

Enter any two values to calculate the third.

Viewing Distance	Physical Size	Perceived Size
45 centimeters	3.927016 millimeters	30 arcminutes



```
p { font-size: 16px; }
```

```
p { font-size: 16px; }


@media screen and (min-width: 60em) {
    p { font-size: 18px; }
}
```

```
p { font-size: 16px; }


@media screen and (min-width: 60em) {
    p { font-size: 18px; }
}

@media screen and (min-width: 120em) {
    p { font-size: 22px; }
}
```

A LIST APART

NICK SHERMAN *on* TYPOGRAPHY

Responsive Typography is a Physical Discipline, But Your Computer Doesn't Know It (Yet)

HACK REACTOR

Brought to you by:

HACK REACTOR: Now Online or Onsite. Take our 12-week immersive JavaScript program from home with Hack Reactor Online.

hackreactor.com

"When it comes to typography, on screens or otherwise, size matters. Physical size affects optical issues that change how the eye and brain process typographic images."

Nick Sherman, *Responsive Typography is a Physical Discipline*
http://alistapart.com/column/responsive-typography-is-a-physical-discipline

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№5

Adjust the font size if the typeface requires it

Altis Helvetica Futura Lato

Helvetica 16px

One more attribute the modern typographer must have: the capacity for taking great pains with seemingly unimportant detail. To them, one typographical point must be as important as one inch, and they must harden their heart against the accusation of being too fussy.

Futura 20px

One more attribute the modern typographer must have: the capacity for taking great pains with seemingly unimportant detail. To them, one typographical point must be as important as one inch, and they must harden their heart against the accusation of being too fussy.

wbtyp.net/58

Aspect value calculator

The `font-size-adjust` CSS3 property allows you to specify the *aspect value* for a font. Browsers that support this property will adjust the x-height of a fallback font to match that of your desired font. By using this property you can ensure that font metrics are more consistent throughout a font-stack.

This tool calculates the **aspect value** for any font installed on your machine. Use this value as your `font-size-adjust` number.

Font

font-family futura

font-style normal

font-weight normal

Calculate aspect value » 0.417

futura

The above typeface will appear in *Comic Sans* if the font is not installed or is not recognised.

Typeface	Aspect Ratio
Helvetica	0.521
Lato	0.507
Futura	0.417
Altis	0.542

Adjusting for aspect ratio:

```
font size × Helvetica ÷ Typeface = adjusted size
```

So equivalent size for **Lato** is:

```
16 × 0.521 ÷ 0.507 = 16.5px
```

Futura:

```
16 × 0.521 ÷ 0.417 = 20.1px
```

Altis:

```
16 × 0.521 ÷ 0.542 = 15.2px
```

Altis 15.2px

One more attribute the modern typographer must have: the capacity for taking great pains with seemingly unimportant detail. To them, one typographical point must be as important as one inch, and they must harden their heart against the accusation of being too fussy.

Helvetica 16px

One more attribute the modern typographer must have: the capacity for taking great pains with seemingly unimportant detail. To them, one typographical point must be as important as one inch, and they must harden their heart against the accusation of being too fussy.

Lato 16.5px

One more attribute the modern typographer must have: the capacity for taking great pains with seemingly unimportant detail. To them, one typographical point must be as important as one inch, and they must harden their heart against the accusation of being too fussy.

Futura 20px

One more attribute the modern typographer must have: the capacity for taking great pains with seemingly unimportant detail. To them, one typographical point must be as important as one inch, and they must harden their heart against the accusation of being too fussy.

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№6
Set tables to be read

“Tabular matter need no longer be a rather unpleasant job to design: on the contrary, it can become a really charming and artistic exercise.”

Jan Tschichold, *Asymmetric Typography*

Country	Area	Population	GDP	Capital
Austria	83,858	8,169,929	339	Vienna
Belgium	30,528	11,007,000	410	Brussels
Denmark	43,094	5,564,219	271	Copenhagen
France	547,030	66,104,000	2,181	Paris
Germany	357,021	80,716,000	3,032	Berlin
Greece	131,957	11,123,034	176	Athens
Ireland	70,280	4,234,925	255	Dublin
Italy	301,230	60,655,464	1,642	Rome
Luxembourg	2,586	448,569	51	Luxembourg
Netherlands	41,526	16,902,103	676	Amsterdam
Portugal	91,568	10,409,995	179	Lisbon
Spain	504,851	47,059,533	1,075	Madrid
Sweden	449,964	9,090,113	447	Stockholm
United Kingdom	244,820	65,110,000	2,727	London

Call charge
$1.30
$2.50
$10.80
$111.01
$85.
N/A
$.05
$.06

Video standard	Resolution	Pixels	Aspect
QQVGA	160×120	19k	4 : 3
HQVGA	240×160	38k	3 : 2
QVGA	320×240	76k	4 : 3
WQVGA	480×272	130k	16 : 9
VGA	640×480	307k	4 : 3
SVGA	800×600	480k	4 : 3
XGA	1024×768	786k	4 : 3
HD	1260×768	967k	16 : 9
WXGA	1280×800	1,024k	16 : 10
SXGA	1280×1024	1,310k	5 : 4
UXGA	1600×1200	1,920k	4 : 3
FHD	1920×1080	2,073k	16 : 9
DCI 2K	2048×1080	2,211k	19 : 10
WQXGA	2560×1600	4,096k	16 : 10
4K UHD	3840×2160	8,294k	16 : 9

```
<td align="char" char="×">
```

```
<td align="char" char="×">

td { text-align: "×" center; }
```

	To convert	*into*	*multiply by*
Length	inches	millimetres (mm)	25.4
	feet	centimetres (cm)	30.48
	yards	metres (m)	0.91444
	miles	kilometres (km)	1.61
Area	square inches	sq. millimetres (mm^2)	645
	square feet	square metres (m^2)	0.0929
	square yards	square metres (m^2)	0.836
	acres	hectares	2.47
Volume	cubic inches	millitres (ml)	16.4
	cubic feet	litres	28.3
	imperial gallons	litres	4.55
	US barrels	cubic metres (m^3)	0.159

Imperial to metric conversion factors

Values are given to three significant figures unless exact

Director	Film	Released	Budget	Gross	Rating
John Ford	The Informer	May 1935	$243,000	$950,000	8.3/10
John Ford	The Grapes of Wrath	Jan 1940	$800,000	$2,500,000	9/10
John Ford	How Green Was My Valley	Oct 1941	$800,000	$2,800,000	7.9/10
John Ford	The Quiet Man	Jul 1952	$1,750,000	$3,200,000	8/10
William Wyler	Mrs Miniver	Jun 1942	$1,340,000	$8,878,000	7.8/10
William Wyler	The Best Years of Our Lives	Nov 1946	$2,100,000	$23,700,000	8.6/10
William Wyler	Ben-Hur	Nov 1959	$15,200,000	$146,900,000	7.9/10
Frank Capra	It Happened One Night	Feb 1934	$325,000	$2,500,000	8.9/10
Frank Capra	Mr Deeds Goes to Town	Apr 1936	$845,710	$1,000,000	8.4/10
Frank Capra	You Can't Take It With You	Aug 1938	$1,644,736	$5,295,526	7.6/10
Billy Wilder	The Lost Weekend	Nov 1945	$1,250,000	$11,000,000	8.2/10
Billy Wilder	The Apartment	Jun 1960	$3,000,000	$24,600,000	8.5/10
David Lean	The Bridge on the River Kwai	Oct 1957	$2,800,000	$30,600,000	9.2/10
David Lean	Lawrence of Arabia	Dec 1962	$15,000,000	$70,000,000	9/10
Steven Spielberg	Schindler's List	Nov 1993	$22,000,000	$321,200,000	9/10
Steven Spielberg	Saving Private Ryan	Jul 1998	$70,000,000	$481,800,000	8.6/10
Fred Zinnemann	From Here to Eternity	Aug 1953	$2,500,000	$30,500,000	8.2/10
Fred Zinnemann	A Man for All Seasons	Dec 1966	$2,000,000	$28,400,000	7.8/10

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Frank Capra	It Happened One Night	Feb 1934	$325,000	$2,500,000	8.9/10
Frank Capra	Mr Deeds Goes to Town	Apr 1936	$845,710	$1,000,000	8.4/10
Frank Capra	You Can't Take It With You	Aug 1938	$1,644,736	$5,295,526	7.6/10
Billy Wilder	The Lost Weekend	Nov 1945	$1,250,000	$11,000,000	8.2/10
Billy Wilder	The Apartment	Jun 1960	$3,000,000	$24,600,000	8.5/10
David Lean	The Bridge on the River Kwai	Oct 1957	$2,800,000	$30,600,000	9.2/10
David Lean	Lawrence of Arabia	Dec 1962	$15,000,000	$70,000,000	9/10
Steven Spielberg	Schindler's List	Nov 1993	$22,000,000	$321,200,000	9/10
Steven Spielberg	Saving Private Ryan	Jul 1998	$70,000,000	$481,800,000	8.6/10
Fred Zinnemann	From Here to Eternity	Aug 1953	$2,500,000	$30,500,000	8.2/10
Fred Zinnemann	A Man for All Seasons	Dec 1966	$2,000,000	$28,400,000	7.8/10

Director	Film	Released	Budget ($)	Gross ($)	Rating
John Ford	The Informer	May 1935	243,000	950,000	8.3
	The Grapes of Wrath	Jan 1940	800,000	2,500,000	9.0
	How Green Was My Valley	Oct 1941	800,000	2,800,000	7.9
	The Quiet Man	Jul 1952	1,750,000	3,200,000	8.0
William Wyler	Mrs Miniver	Jun 1942	1,340,000	8,880,000	7.8
	The Best Years of Our Lives	Nov 1946	2,100,000	23,700,000	8.6
	Ben-Hur	Nov 1959	15,200,000	147,000,000	7.9
Frank Capra	It Happened One Night	Feb 1934	325,000	2,500,000	8.9
	Mr Deeds Goes to Town	Apr 1936	846,000	1,000,000	8.4
	You Can't Take It With You	Aug 1938	1,640,000	5,300,000	7.6
Billy Wilder	The Lost Weekend	Nov 1945	1,250,000	11,000,000	8.2
	The Apartment	Jun 1960	3,000,000	24,600,000	8.5
David Lean	The Bridge on the River Kwai	Oct 1957	2,800,000	30,600,000	9.2
	Lawrence of Arabia	Dec 1962	15,000,000	70,000,000	9.0
Steven Spielberg	Schindler's List	Nov 1993	22,000,000	321,000,000	9.0
	Saving Private Ryan	Jul 1998	70,000,000	482,000,000	8.6
Fred Zinnemann	From Here to Eternity	Aug 1953	2,500,000	30,500,000	8.2
	A Man for All Seasons	Dec 1966	2,000,000	28,400,000	7.8

Director	Film	Released	Budget	Gross	Rating
John Ford	The Informer	May 1935	$243,000	$950,000	8.3/10
John Ford	The Grapes of Wrath	Jan 1940	$800,000	$2,500,000	9/10
John Ford	How Green Was My Valley	Oct 1941	$800,000	$2,800,000	7.9/10
John Ford	The Quiet Man	Jul 1952	$1,750,000	$3,200,000	8/10
William Wyler	Mrs Miniver	Jun 1942	$1,340,000	$8,878,000	7.8/10
William Wyler	The Best Years of Our Lives	Nov 1946	$2,100,000	$23,700,000	8.6/10
William Wyler	Ben-Hur	Nov 1959	$15,200,000	$146,900,000	7.9/10
Frank Capra	It Happened One Night	Feb 1934	$325,000	$2,500,000	8.9/10
Frank Capra	Mr Deeds Goes to Town	Apr 1936	$845,710	$1,000,000	8.4/10
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Fred Zinnemann	From Here to Eternity	Aug 1953	2,500,000	30,500,000	8.2
	A Man for All Seasons	Dec 1966	2,000,000	28,400,000	7.8

How to make a table readable

1. Remove stretch and size columns to data
2. Remove fills, gridlines, border and bolding.
3. Left-align text, right-align numbers and align headings with data.
4. Put white space to work to group and separate.
5. Use tabular lining numerals, consistent precision, and remove repetition.

№7

Set text at display sizes, even on small screens

Cheap enough to say, Phuket I'll go.
Over 93 Asian destinations. Book online at airasia.com
AirAsia
bishopp
NEUMANN

THE GREAT DISCONTENT

ISSUE TWO
Sharon Van Etten
Molly Crabapple
Paul Octavious
Samantha Fleet
Kevin Allison
and more

USD $25
EUR €24
GBP £18
CAD $30

Leitura News
Maison Neue
typekit
@kerningconf

Leitura News
Maison Neue
typekit
@kerningconf

Interview by Tammi Heneveld
November 10, 2015

Photo by Fred DiMeglio

Mary Kate McDevitt

ILLUSTRATOR / LETTERER

Mary Kate McDevitt is a freelance illustrator and letterer

The Pelican Story

In 1936, Allen Lane, the founder of Penguin, overheard a woman at a bookstall in King's Cross station asking for 'one of those Pelican books'. Presumably she meant a Penguin, but Lane, concerned that his competitors might snatch up bird names, decided to launch a new flock of non-fiction books. The Pelican imprint was born.

The Pelican Story

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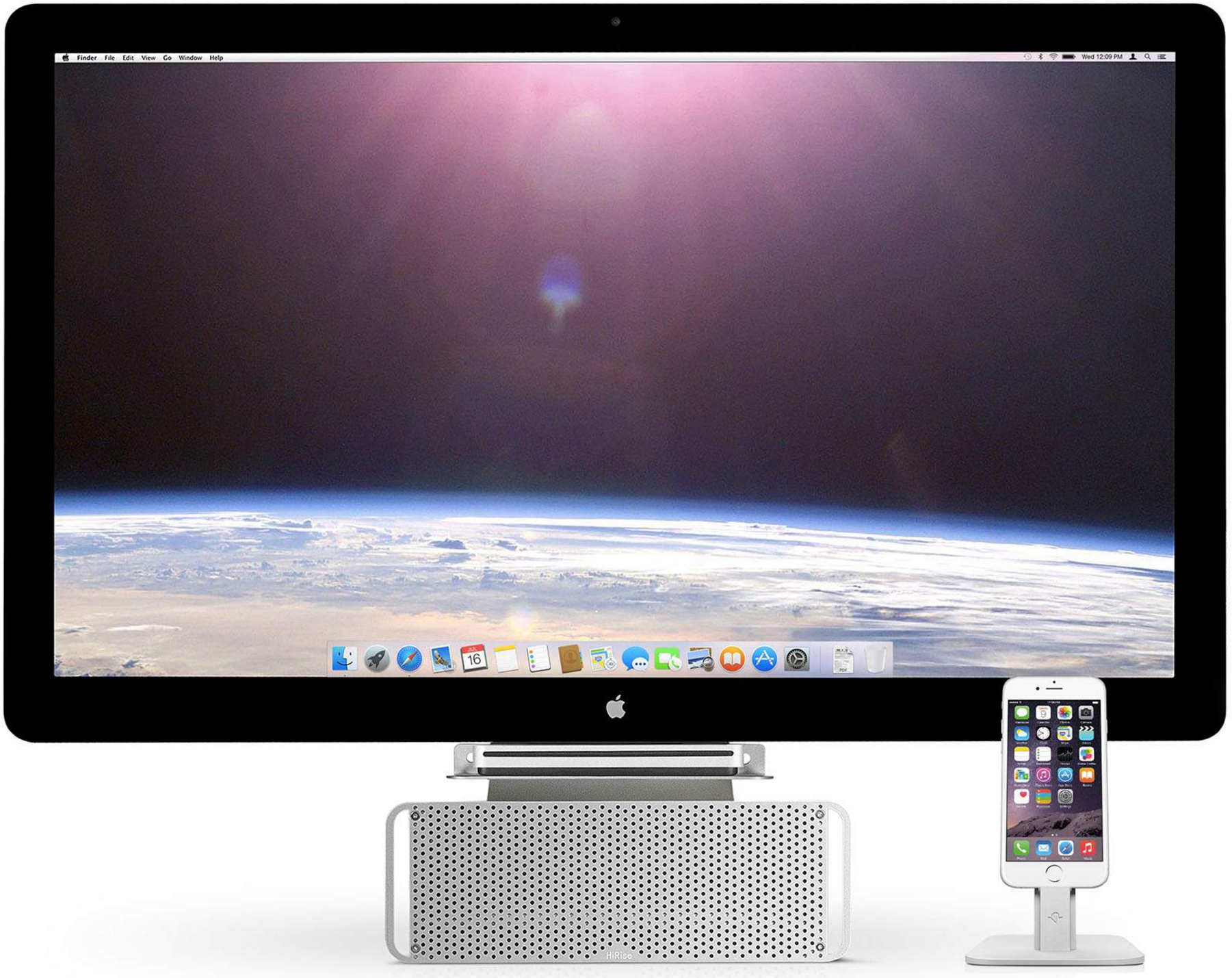
CHAPTER 1

What We Have to Explain


Finder File Edit View Go Window Help
Wed 12:09 PM
HiRise

Interview by Tina Essmaker
on February 27, 2015

Photography by Angela and Ithyle

Styling by Sissy Sainte-Marie
Assisted by Jillian Cainghug

Hair by Brooke Rodgers
Makeup by Gia Harris

Alison Sudol

ACTRESS/MUSICIAN

Alison Sudol is an LA-based musician, actress, and author. Previously known by her stage name, A Fine Frenzy, Alison's debut, *One Cell in the Sea*, was released in 2007 followed by several successful albums, international tours, and music features in films, TV, and others campaigns. In 2014, Alison expanded her repertoire to include acting and made her debut with a recurring role in Amazon's breakout hit, *Transparent*, and a starring role in USA Network's *Dig*, a show from the creators of *Homeland* and *Heroes*. Although no longer performing as A Fine Frenzy, Alison remains a prolific songwriter and musician and is currently collaborating with fellow artists and producers on a new musical project.

alisonsudol.com

Interview by Tammi Heneveld
November 10, 2015

Photo by Fred DiMeglio

Mary Kate McDevitt

ILLUSTRATOR / LETTERER

Mary Kate McDevitt is a freelance illustrator and letterer

Size Calculator

Enter any two values to calculate the third.

Viewing Distance

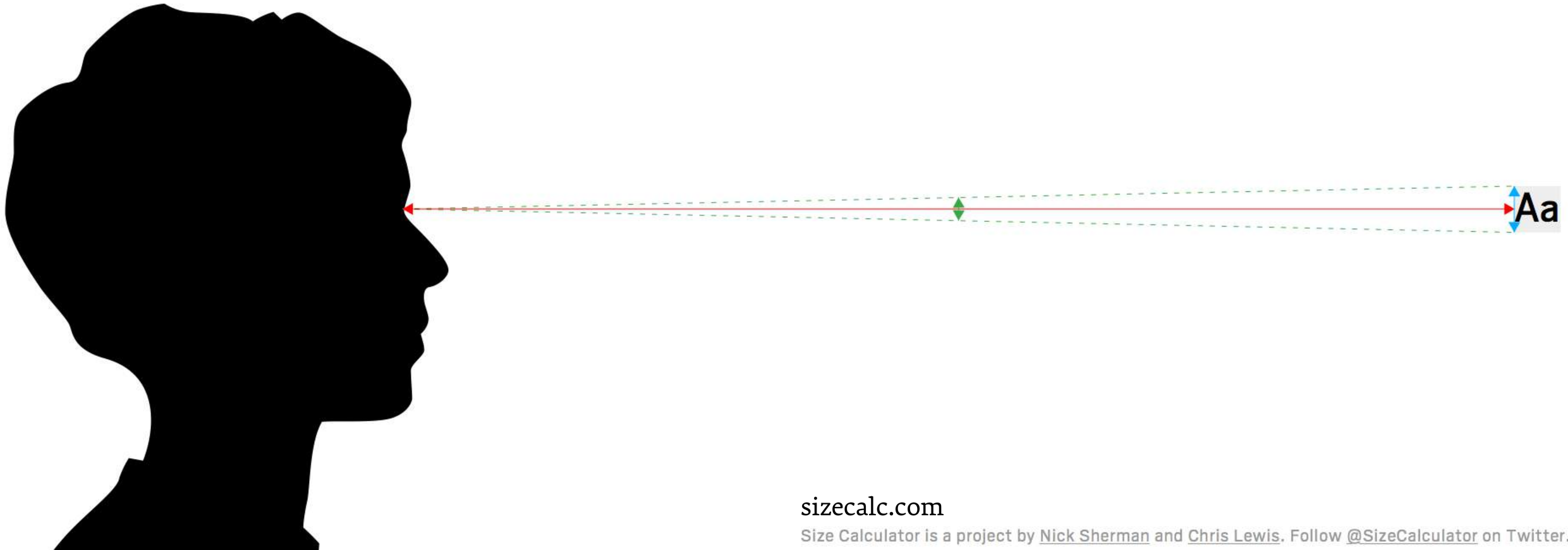
centimeters

Physical Size

millimeters

Perceived Size

arcminutes



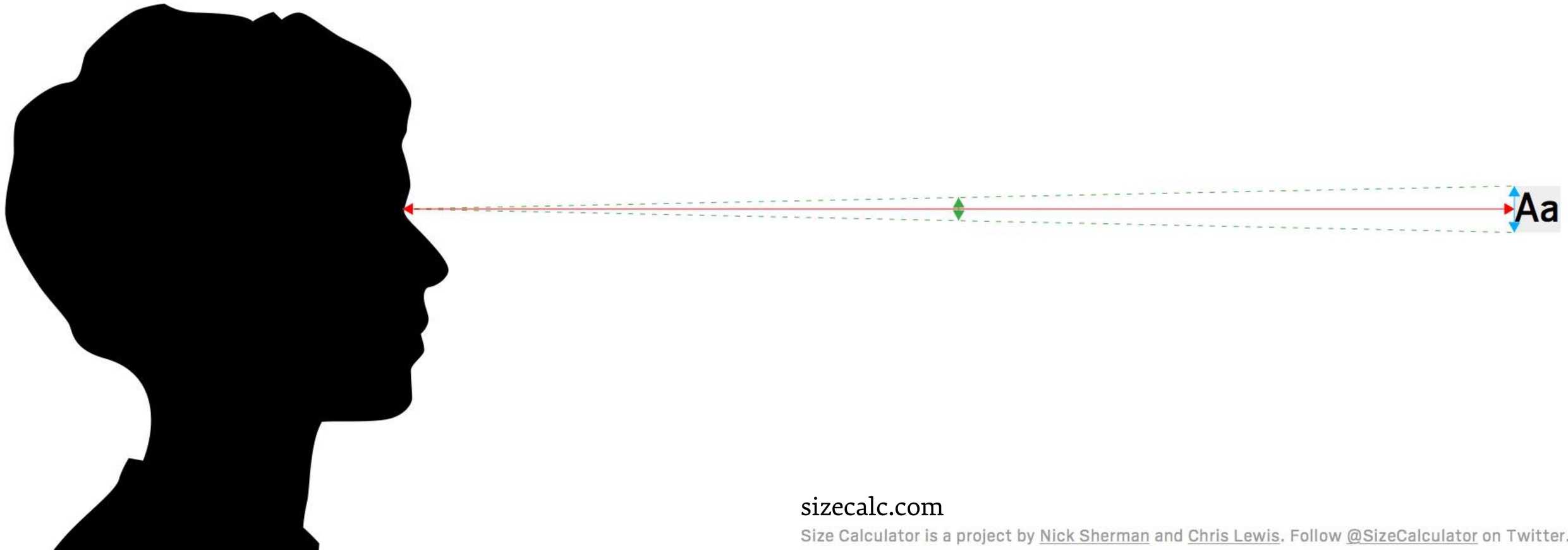
sizecalc.com

Size Calculator is a project by Nick Sherman and Chris Lewis. Follow @SizeCalculator on Twitter.

Size Calculator

Enter any two values to calculate the third.

Viewing Distance	Physical Size	Perceived Size
70 centimeters	25 millimeters	122.763623 arcminutes



sizecalc.com

Size Calculator is a project by Nick Sherman and Chris Lewis. Follow @SizeCalculator on Twitter.

thegreatdiscontent.com/interview/mary-kate-mcdevitt

iPhone 6 ▼ 375 × 667 100% ▼

Interview by Tammi Heneveld
November 10, 2015

Photo by Fred DiMeglio

Mary Kate McDevitt

ILLUSTRATOR / LETTERER

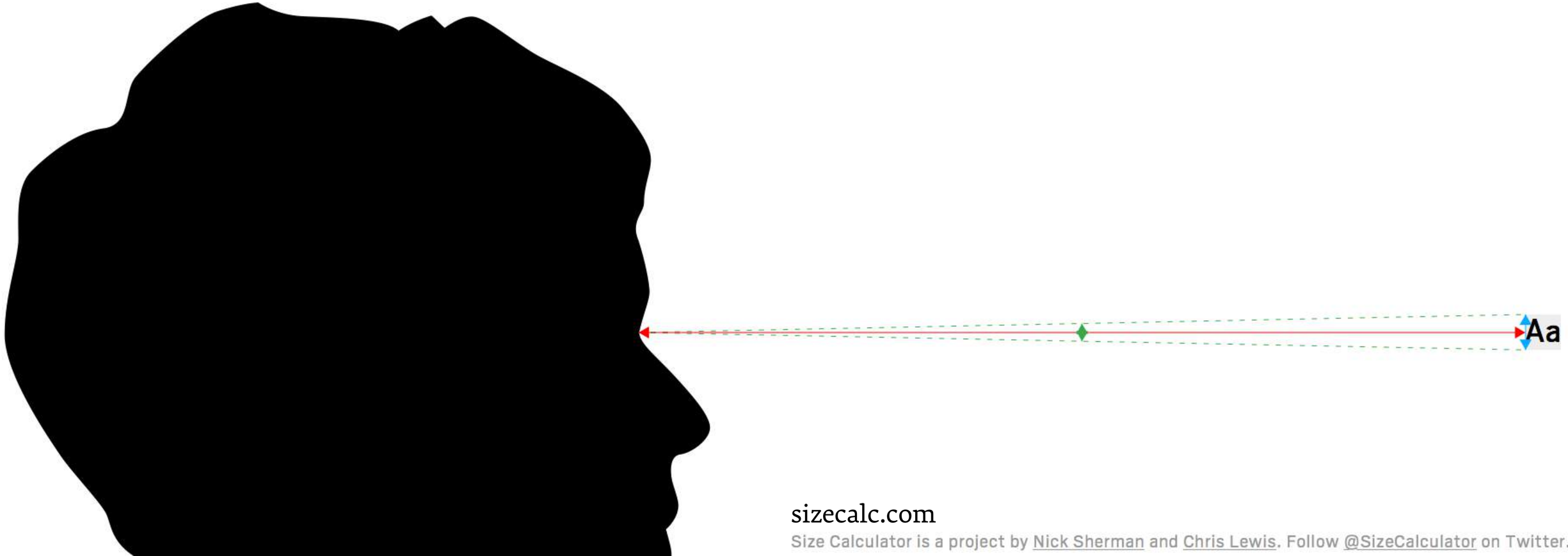
Size Calculator

Enter any two values to calculate the third.

Viewing Distance centimeters

Physical Size millimeters

Perceived Size arcminutes



sizecalc.com

Size Calculator is a project by Nick Sherman and Chris Lewis. Follow @SizeCalculator on Twitter.

Size Calculator

Enter any two values to calculate the third.

Viewing Distance

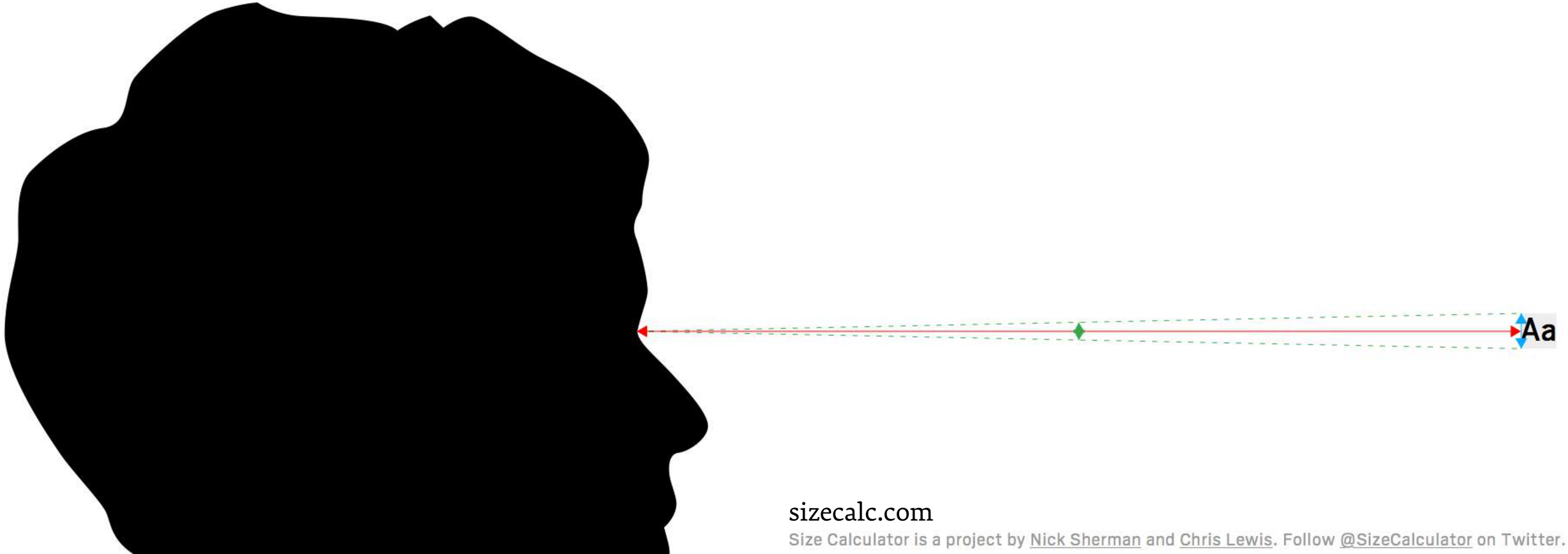
30 centimeters

Physical Size

12 millimeters

Perceived Size

137.491541 arcminutes



sizecalc.com

Size Calculator is a project by Nick Sherman and Chris Lewis. Follow @SizeCalculator on Twitter.

Getting Ready

Taking picture - smile!

Getting Ready

Taking picture - smile!

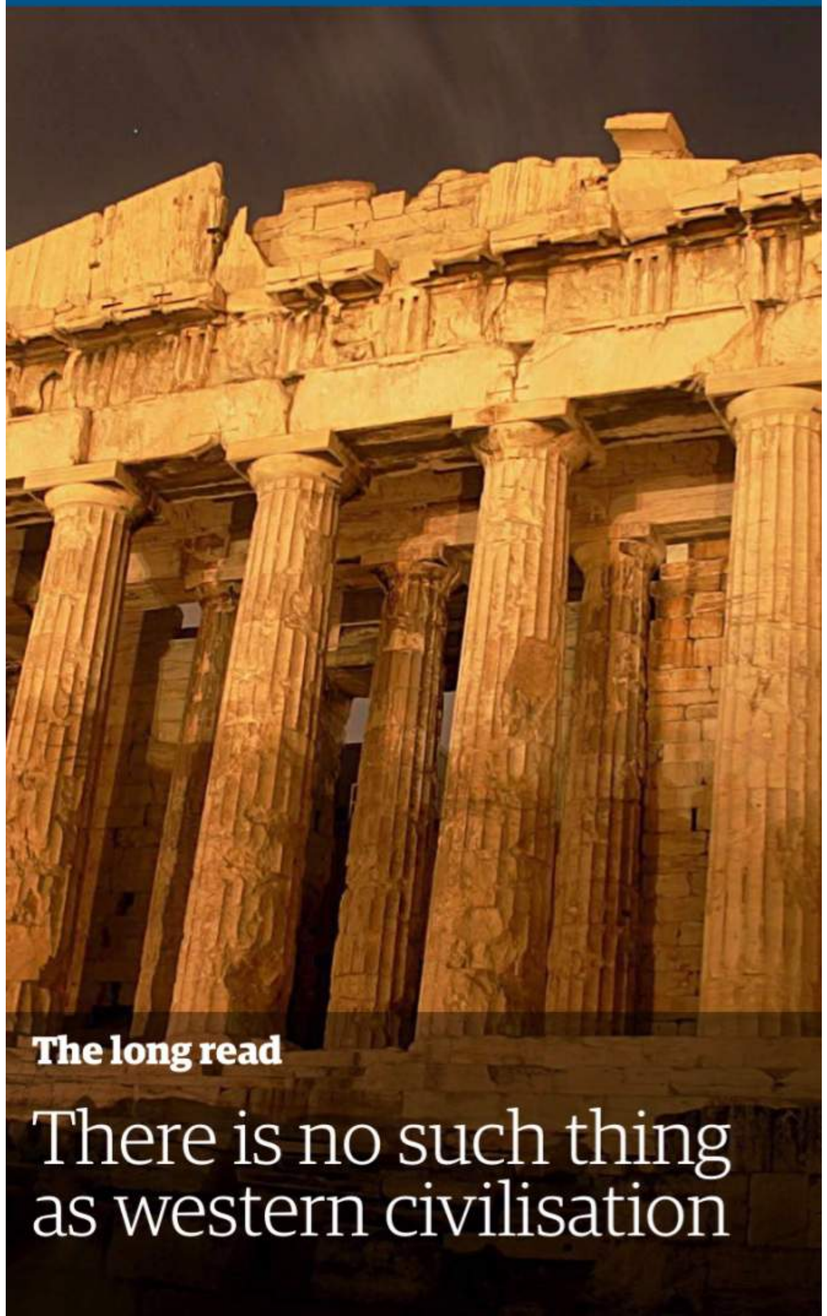
“Good design is about firstly making people want to read, then about telling stories.”

Mark Porter, *former Creative Director at the Guardian*

Melissa McCarthy: 'I love a woman who doesn't play by the rules'

Your election night survival guide: what to expect as polls close

The expected timings of results, all you need to know about the key battleground states, plus drinks, eats and tunes to get you through what could be a long night



The long read

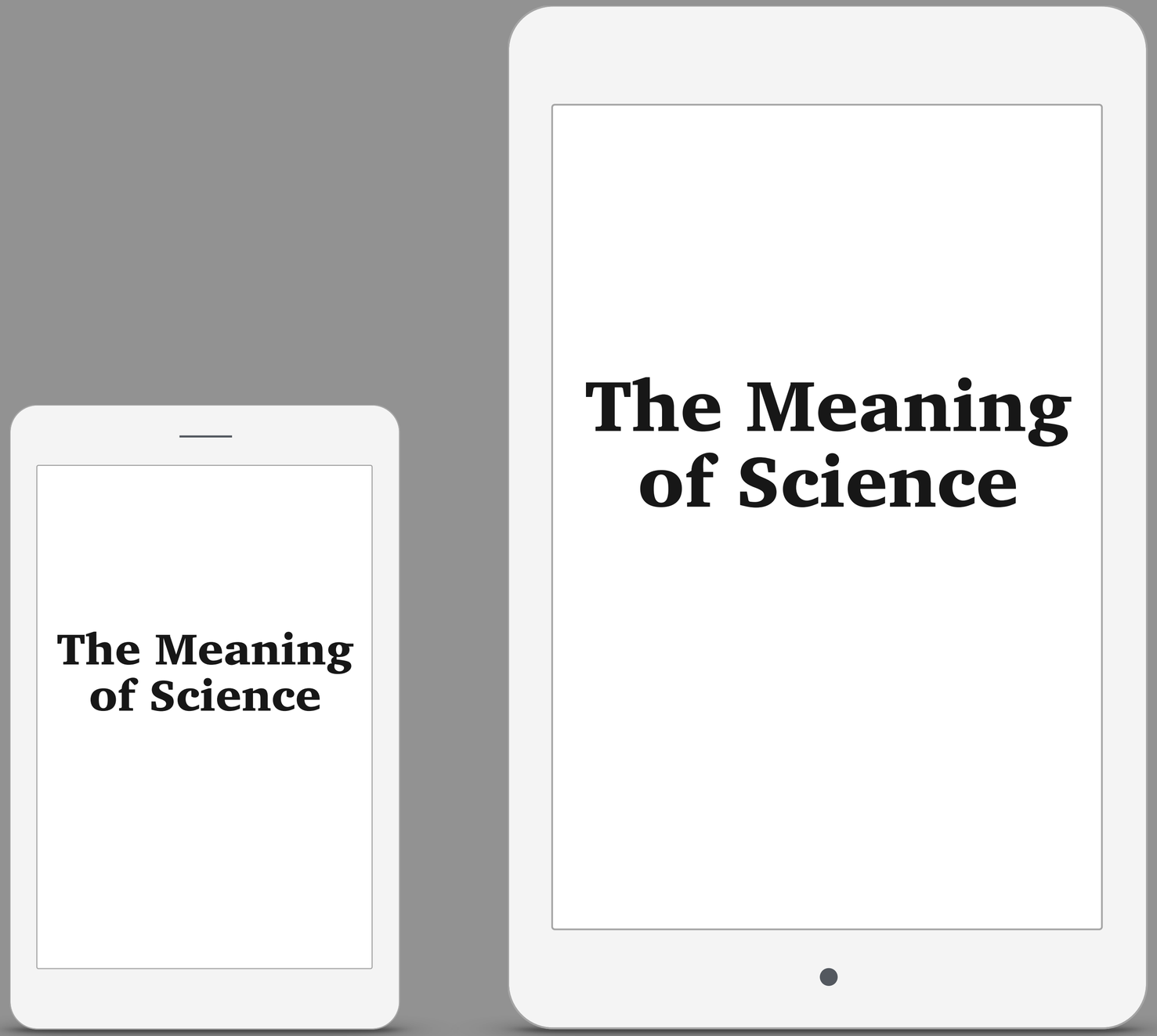
There is no such thing as western civilisation

№8

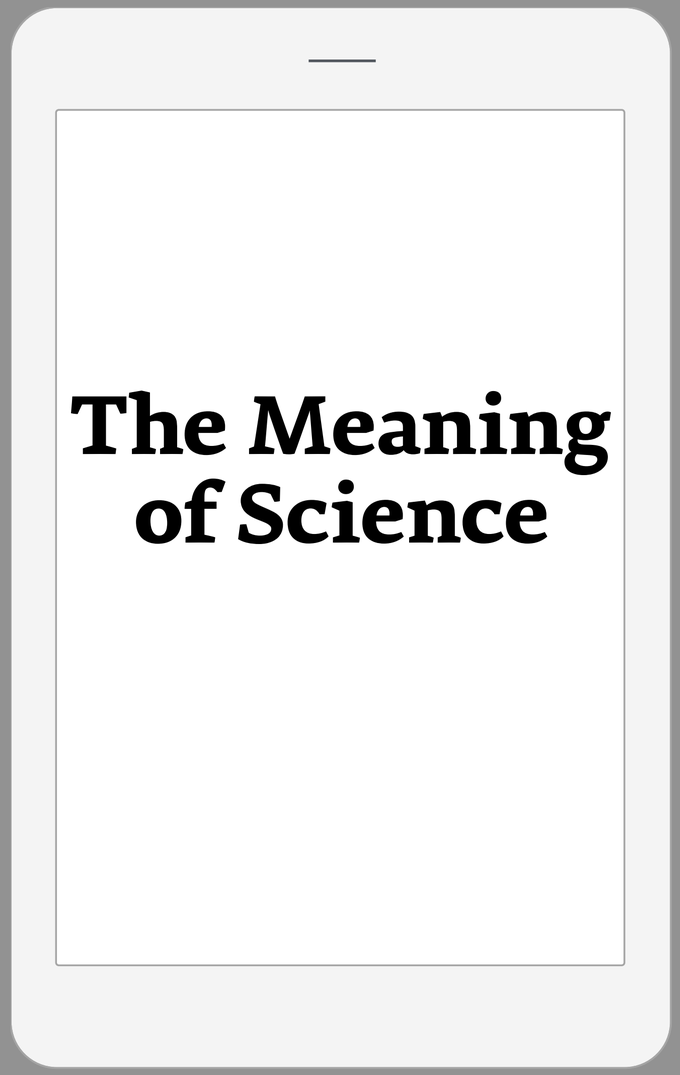
Resize display text as you would an image

```
h1 {
    font-size: 13vw;
    /* 1vw = 1% viewport width */
}
```

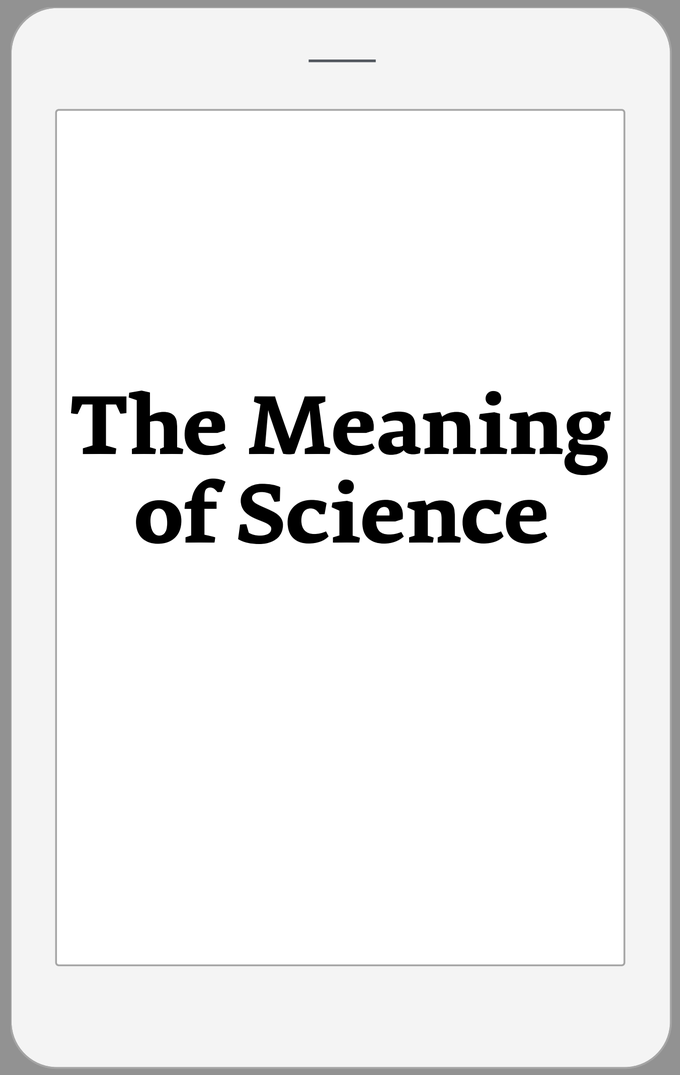
The Meaning of Science


The Meaning of Science
The Meaning of Science

The Meaning of Science

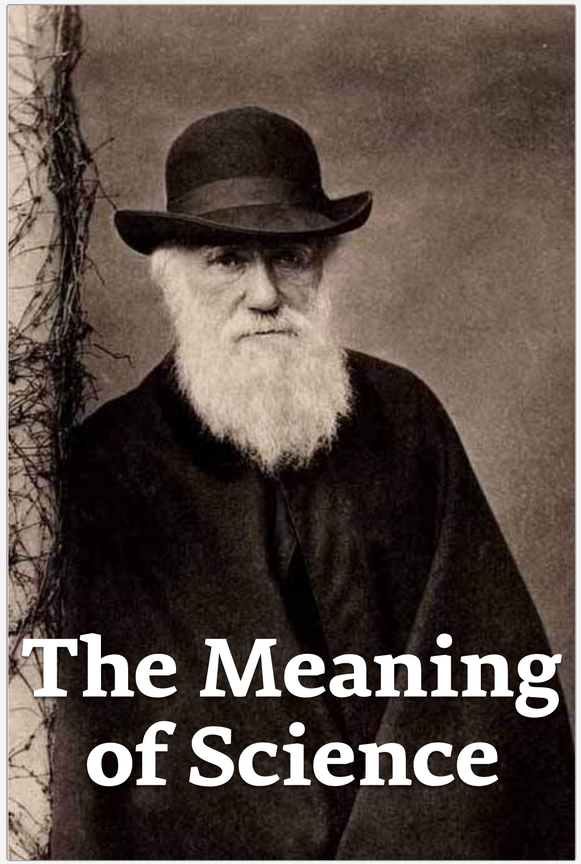

The Meaning
of Science

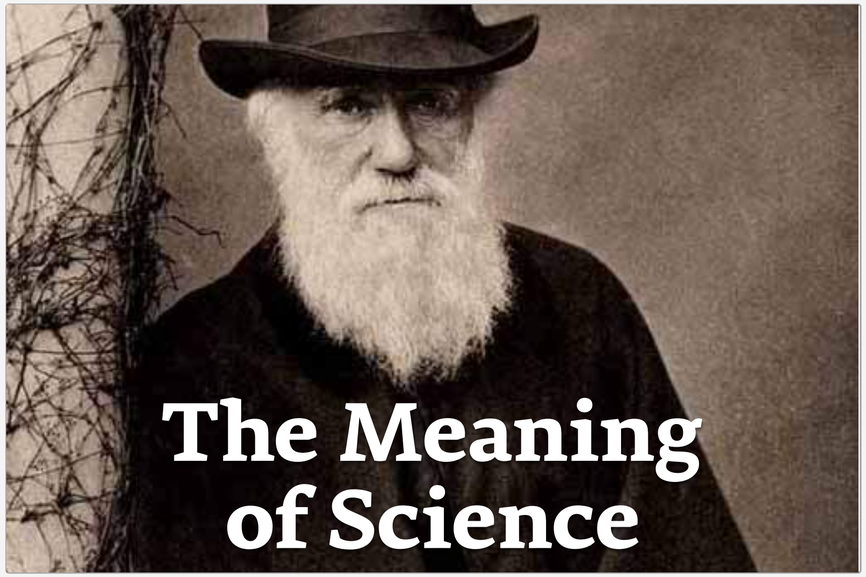
The Meaning
of Science

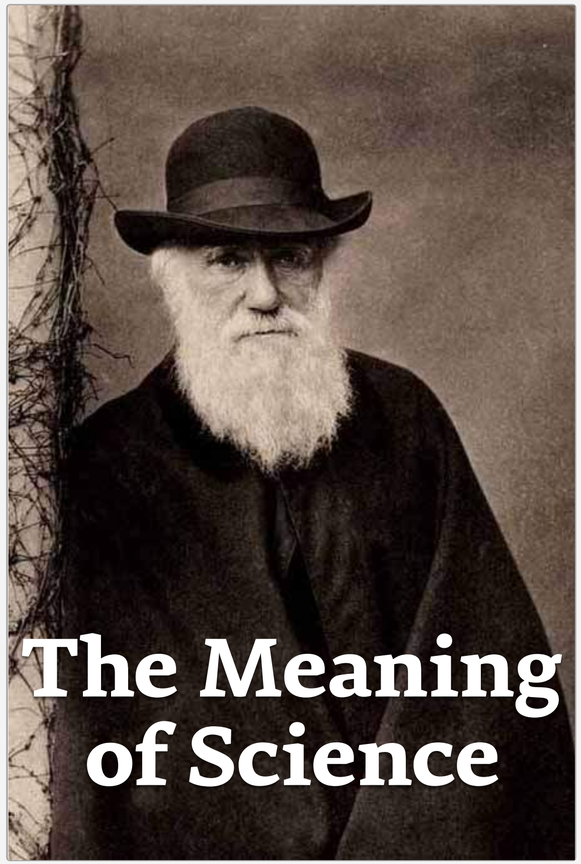

The Meaning
of Science

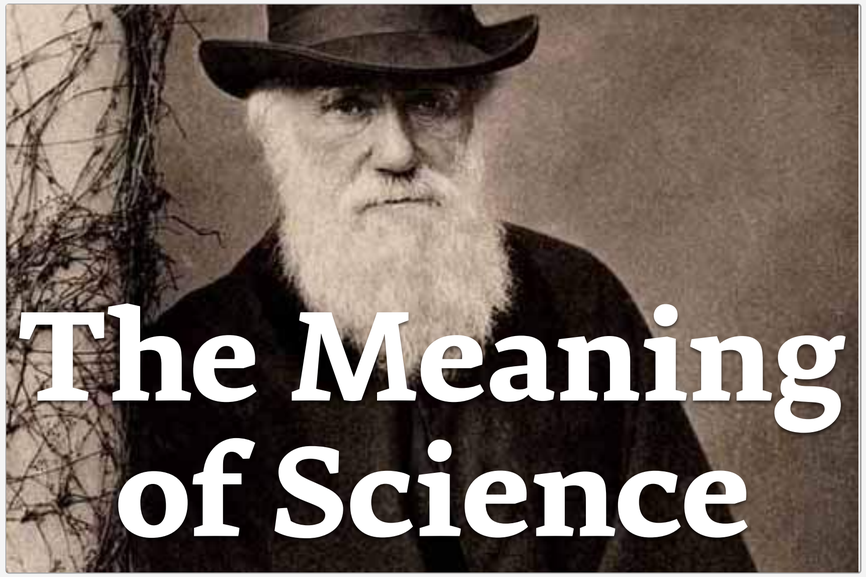
The Meaning
of Science

```
h1 {
    font-size: 13vmin;
/* 1vmin = 1% viewport width or
    height, whichever is smaller */
}
```


The Meaning
of Science


The Meaning
of Science


The Meaning
of Science


The Meaning
of Science

Clearleft

№9

Influence the way people feel through type

“Even if people are not consciously aware of the type they’re reading, they’ll certainly be affected by it.”

Tobias Frere-Jones, *Helvetica* (dir. Gary Huswitt, 2007).

10:19 / 14:26

TEDxBedford

TEDxBedford

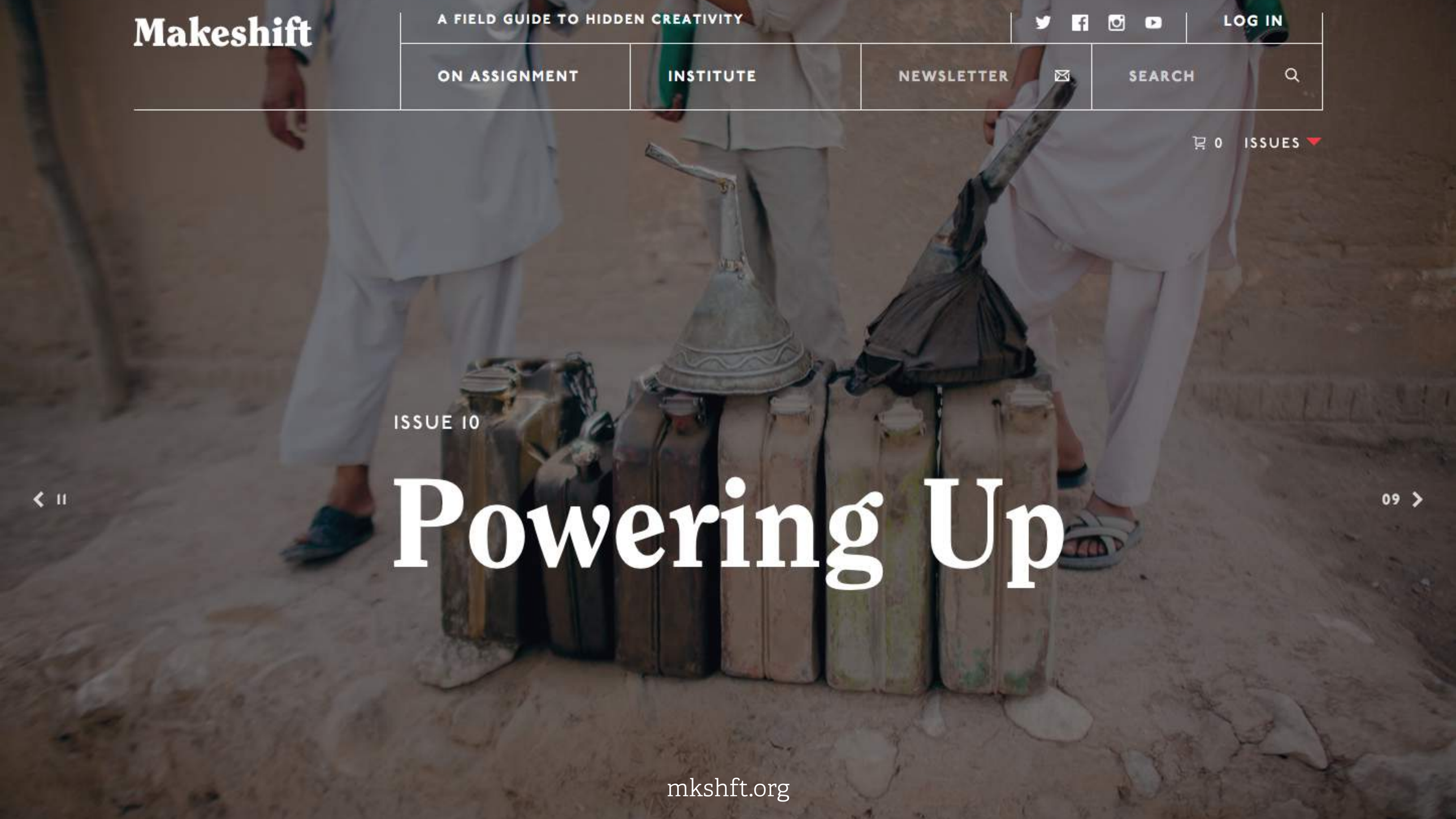
Clearleft

You can influence the way people feel

2-12
WEEKS

Movement feels easier because lung capacity and blood circulation has **improved**.

When you quit smoking, blood circulation in the vertebrae and back muscles increases, thus reducing the risk of back problems. The skin looks healthier, as blood flows more efficiently.


Makeshift
A FIELD GUIDE TO HIDDEN CREATIVITY
LOG IN
ON ASSIGNMENT
INSTITUTE
NEWSLETTER
SEARCH
0
ISSUES
ISSUE 10
Powering Up
11
09
mkshft.org

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2012 Olympics Games

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Walk in the Olympic Park

I hate obtuse theoretical mathematics

I love little fluffy kittens

This is a story about someone who lived in Happyland. His name was Mr Happy and he was fat and round, and happy. One day Mr Happy went for a walk in the woods.

Clearleft

№10

Don’t be reverential, dogmatic or ordinary

“People who love ideas must have a love of words. They will take a vivid interest in the clothes that words wear.”

Beatrice Warde, *The Crystal Goblet*

Fire exit
keep clear

Story of the day

24 december 2013

We tend to think that simply giving people money makes them lazy. Yet a wealth of scientific research proves the contrary: free money helps. It is time for a radical reform of the welfare state.

Why we should give free money to everyone

Correspondent
Progress

Rutger **BREGMAN**

Story of the day

24 december 2013

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Why we should give free money to everyone

Correspondent Progress

Rutger **BREGMAN**

Story of the day

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Why we should give free money to everyone

Correspondent
Progress

Rutger **BREGMAN**

№11
Reduce your payload

W3C Candidate Recommendation

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2. General Requirements
3. Overall file structure and basic data types
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   3.2. WOFF2 Header
4. Font directory
   4.1. Table directory format
   4.2. Collection directory format
5. Compressed data format
   5.1. Transformed glyf table format
   5.2. Decoding of variable-length X and Y coordinates

WOFF File Format 2.0

W3C Candidate Recommendation 15 March 2016

This version:
http://www.w3.org/TR/2016/CR-WOFF2-20160315/

Latest version:
http://www.w3.org/TR/WOFF2/

Previous Version:
http://www.w3.org/TR/2015/WD-WOFF2-20150414/

Latest editors draft:

"WOFF2 provides improved compression and thus lower use of network bandwidth, while still allowing fast decompression even on mobile devices. "

WOFF File Format 2.0, *W3C Candidate Recommendation*

```
@font-face {
  font-family: "Open Sans";
  font-weight: 400;
  font-style: normal;
  src: url("OpenSans.woff2") format("woff2"),
       url("OpenSans.woff") format("woff");
}
```

Strongman Hafþór Júlíus Björnsson is launching his own brand of vodka.

Strongman Hafþór Júlíus Björnsson is launching his own brand of vodka.

Björnsson

Clearleft

№12
Optimise page render timing

Explore the Red Sea

Learn to dive with our amazing scuba experiences and PADI courses. For top quality tuition in warm crystal clear seas, come to us – Renegade Divers.

Renegade Divers has been operating since 1998. We offer a range of liveaboard PADI registered diving holidays. Our main destination for PADI training is the Red Sea. We also offer the best Maldives liveaboards and other leading dive vessels in the Indian Ocean, Indonesia and the Galapagos Islands.

Learn to dive with our "Discover Scuba Diving" holidays, and experience the thrill of seeing

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Learn to dive with our "Discover Scuba Diving" holidays, and experience the thrill of seeing

`font-display` for the Masses

JEREMY WAGNER // AUGUST 19, 2016

<EDITOR_INTRO>

The following is a guest post by Jeremy Wagner, a web developer, author, and speaker living in the Twin Cities. He's got a new book on web performance. Here we're going to dig into a brand new CSS feature, that once it percolates through the browser ecosystem, will be great for performance.

</EDITOR_INTRO>

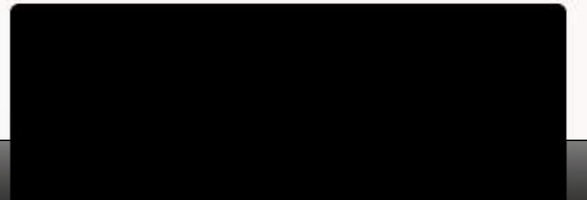
>_ job board

Easygo Gaming Solutions is hiring a React/Redux developer w/ experience in animations (CSS/Canvas)

Snakk Media Pty Limited is hiring a Creative Developer - Sydney, AUS

codeBOX, LLC is hiring a Fun Compassionate Battle Hardened Senior Web Developer

See More Jobs Post a Job



font-display values

`swap`	fallback text is shown immediately until the webfont loads
`fallback`	text invisible for <100ms then shown with fallback font until webfont loads (provided that happens within 3 seconds)
`optional`	like fallback but browser decides whether a webfont should be used at all (depends on connection speed)
`block`	Block rendering while downloading the webfont for up to three seconds. After three seconds the fallback font will be shown. If the webfont loads afterwards, show the webfont.
`auto`	browser default (usually `block`)

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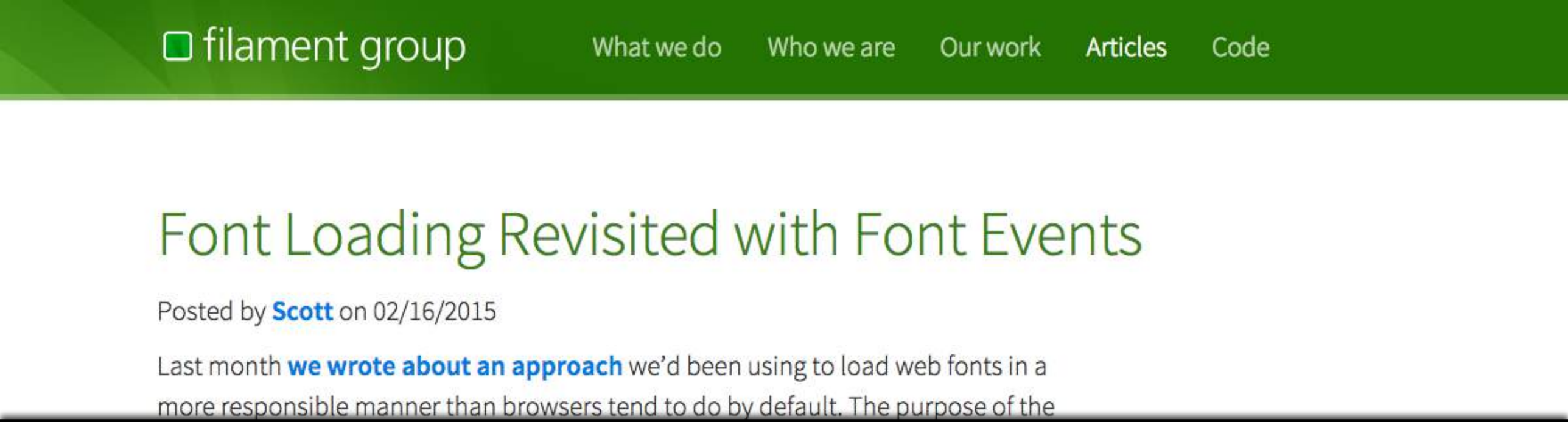
`auto`	browser default (usually `block`)

```
@font-face {
  font-family: "Open Sans";
  font-weight: 400;
  font-style: normal;
  src: url("OpenSans.woff2") format("woff2"),
       url("OpenSans.woff") format("woff");
  font-display: fallback;
}
```

Preload the critical font

```
<head>
<link rel="preload" href="nicefont.woff2" as="font"
      type="font/woff2" crossorigin>
…
</head>
```



"One way we can regain control over the loading behavior is to use font load events."

Filament Group, *Font Loading Revisted with Font Events*
www.filamentgroup.com/lab/font-events.html

Clearleft

№13
Learn to use variable fonts

G G G G G G
G G G G G G
G G G G G G
G G G G G G
G G G G G G
G G G G G G
G G G G G G

G G G G G G
G G G G G G
G G G G G G
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G G G G G

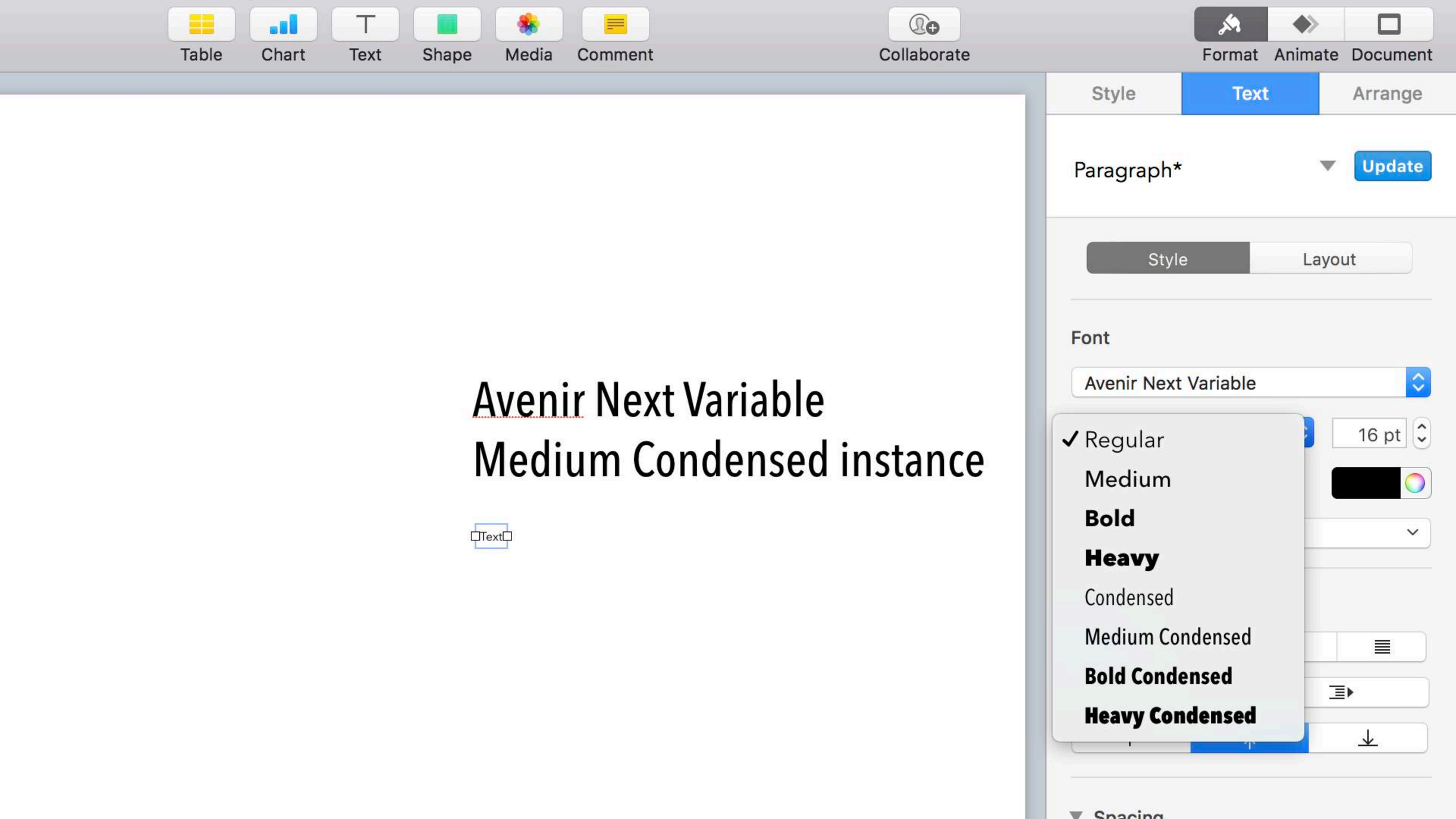


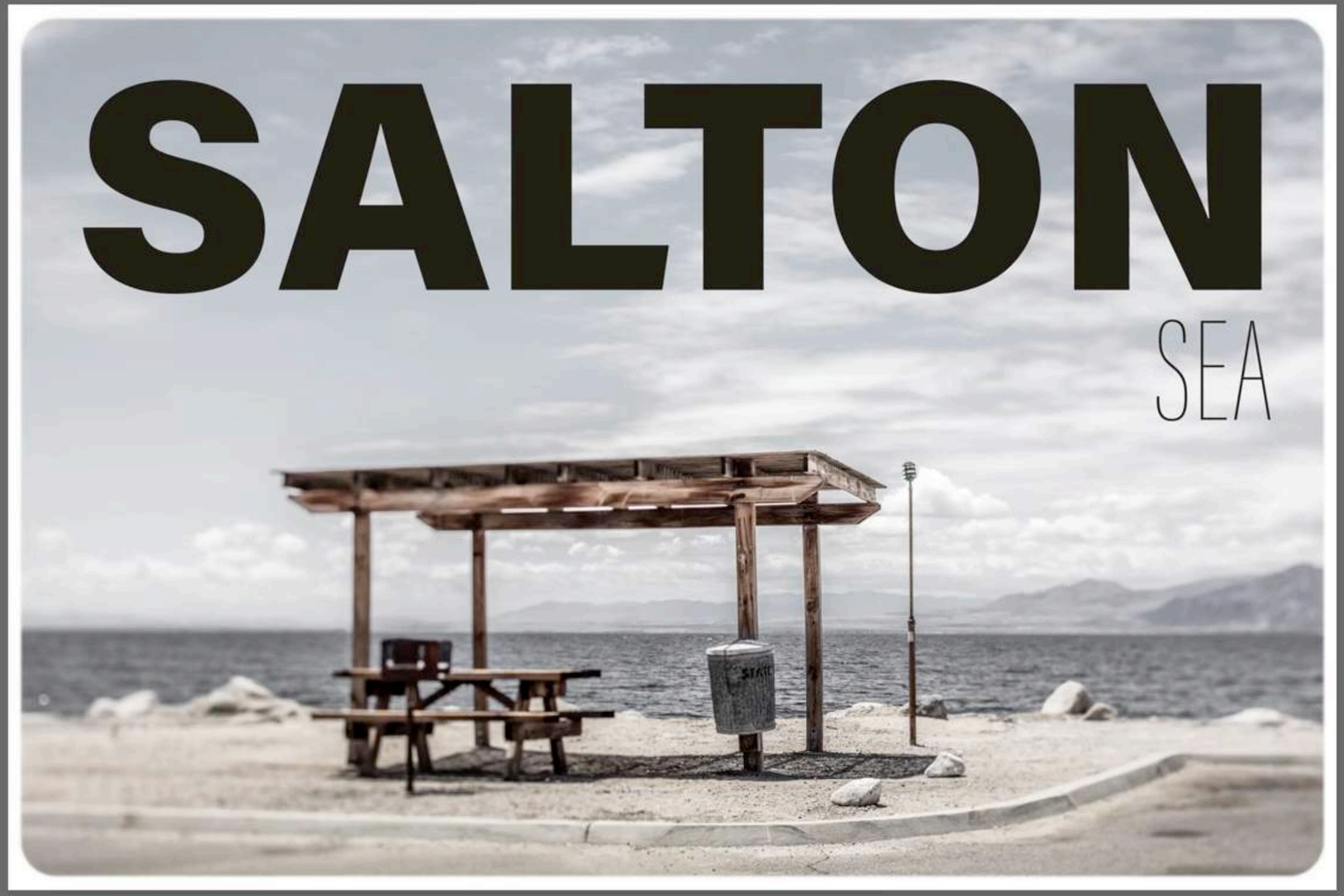
Table
Chart
Text
Shape
Media
Comment
Collaborate
Format
Animate
Document
Style
Text
Arrange
Paragraph*
Update
Style
Layout
Font
Avenir Next Variable
16 pt
Regular
Medium
Bold
Heavy
Condensed
Medium Condensed
Bold Condensed
Heavy Condensed
Avenir Next Variable
Medium Condensed instance
Text

Photoshop CC File Edit Image Layer Type Select Filter 3D View Window Help

Adobe Photoshop CC 2018

Acumin Variable Concept | ExtraCondensed Thin | 151.16 pt | Sharp | 3D

Postcard.psd @ 50% (SEA, RGB/8*) *



50% ProPhoto RGB (8bpc)

Properties

Type Layer Properties

W: 1.09 in H: 2.34 in

X: 16.16 in Y: 4.06 in

Acumin Variable Concept

ExtraCondensed Thin

151.16 pt 0

(Auto)

Color:

Weight +100

Width +50

Slant 0

Advanced...

Layers

Kind

Normal Opacity: 100%

Lock: Fill: 100%

Rounded Rectangle 1

Group 1

$

SALTON

SEA

Layer 4

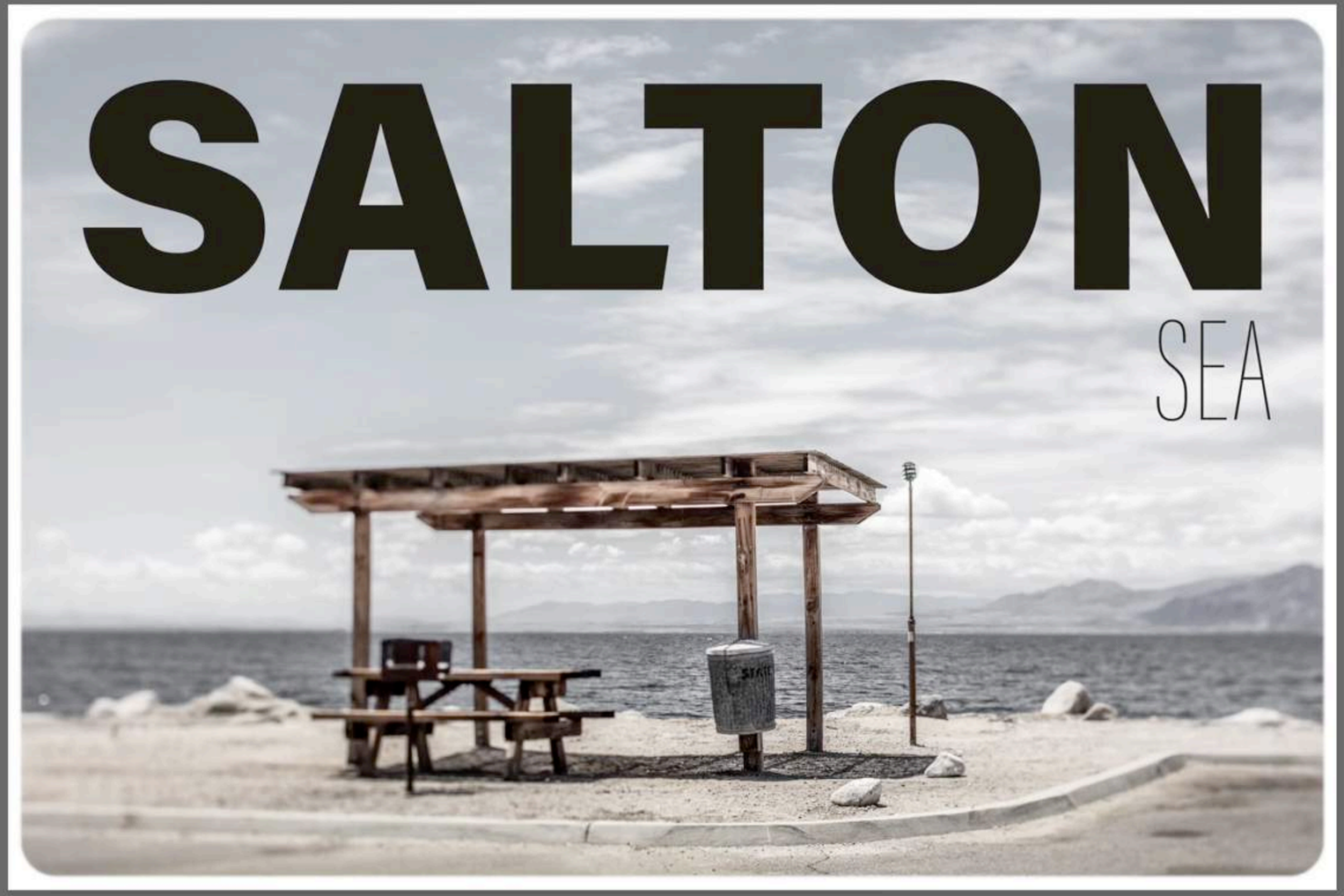
Layer 7

Photoshop CC File Edit Image Layer Type Select Filter 3D View Window Help

Adobe Photoshop CC 2018

Acumin Variable Concept | ExtraCondensed Thin | 151.16 pt | Sharp | 3D

Postcard.psd @ 50% (SEA, RGB/8*) *



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SEA

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Layer 7

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Adobe Photoshop CC 2018

Acumin Variable Concept | Condensed | 151.16 pt | Sharp | 3D

Postcard.psd @ 50% (SEA, RGB/8*) *

50% ProPhoto RGB (8bpc)

Properties

Type Layer Properties

W: 2.76 in H: 2.34 in

X: 15.08 in Y: 4.06 in

Acumin Variable Concept

Condensed

151.16 pt | 0

(Auto)

Color:

Weight +400

Width +67

Slant 0

Advanced...

Layers

Kind

Normal Opacity: 100%

Lock: Fill: 100%

Rounded Rectangle 1

Group 1

$

SALTON

SEA

Layer 4

Layer 7

Properties

Type Layer Properties

W: 2.76 in H: 2.34 in

X: 15.08 in Y: 4.06 in

Acumin Variable Concept

Condensed

151.16 pt 0

(Auto)

Color:

Weight +400

Width +67

Slant 0

Advanced...

Pre-defined axes of variation

Pre-defined axes of variation

weight

width

italic

slant

optical size

Pre-defined axes of variation

weight	*wght*
width	*wdth*
italic	*ital*
slant	*slnt*
optical size	*opsz*

Pre-defined axes of variation

weight	*wght*	`font-weight`
width	*wdth*	`font-stretch`
italic	*ital*	`font-style`
slant	*slnt*	`font-style`
optical size	*opsz*	`font-optical-sizing`

Pre-defined axes of variation

weight	*wght*	`font-weight`	any integer from 1–999
width	*wdth*	`font-stretch`	`100%` is predefined as normal `50%` as ultra-condensed `200%` as ultra-expanded
italic	*ital*	`font-style`	`italic`
slant	*slnt*	`font-style`	angle value `oblique -90deg` to `oblique 90deg`
optical size	*opsz*	`font-optical-sizing`	`auto`

Explore the Ocean

Renegade Divers has been operating since 1998. We offer a range of liveaboard PADI registered diving holidays. Our main destination for PADI training is the Red Sea. We also offer the best Maldives liveaboards and other leading dive vessels in the Indian Ocean, Indonesia and the Galapagos Islands.

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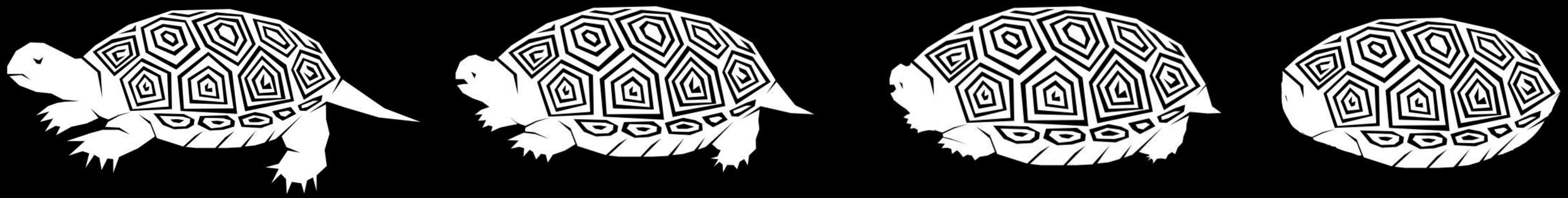
A A A A



font-variation-settings

```
font-variation-settings: 'ytse' 24
```

font-variation-settings

```
font-variation-settings: 'ytse' 24

font-variation-settings: 'wght' 100, 'wdth' 400, 'opsz' 20
```

```
@font-face {
    font-family: 'Nicefont';
    src: url('nicefont_var.woff2') format('woff-variations'),
         url('nicefont_regular.woff2') format('woff2');
    font-weight: normal;
    font-style: normal;
}
```

```
@font-face {
    font-family: 'Nicefont';
    src: url('nicefont_var.woff2') format('woff-variations'),
         url('nicefont_regular.woff2') format('woff2');
    font-weight: normal;
    font-style: normal;
}


@font-face {
    font-family: 'Nicefont';
    src: url('nicefont_var.woff2') format('woff-variations'),
         url('nicefont_black.woff2') format('woff2');
    font-weight: 800;
    font-style: normal;
}
```

Introduction

MY SPECIMENS

Old Default

SPECIMENS

文鼎晶熙黑
晶熙ゴシック体
Amstelvar
Avenir Next
BitCount
Buffalo Gal
Decovar
DIN 2014
Dunbar
Fit
Gingham
Grade
Jam

Axis-Praxis is a website for playing with OpenType Variable Fonts

Discover 30+ variable fonts. Experiment with the typographic controls in the right panel on this default layout, or choose a typeface specimen from the left column. Every textbox is fully editable: change font, font size, alignment, line-spacing as well as the variation sliders. And type your own text, of course.

Font makers can try out their own variable fonts. Just drag any variable TTF to the right panel, the current textbox gets set to that font, and its axes show up right away in the Font Variation section.

TEXTBOX

Textbox: heading1

Font: Zeitung Pro Regular

Drag & drop fonts here

Font size

Line-height

Alignment

CSS | New textbox | Delete textbox

FONT VARIATION

Instance: Thin

Weight: 860.84

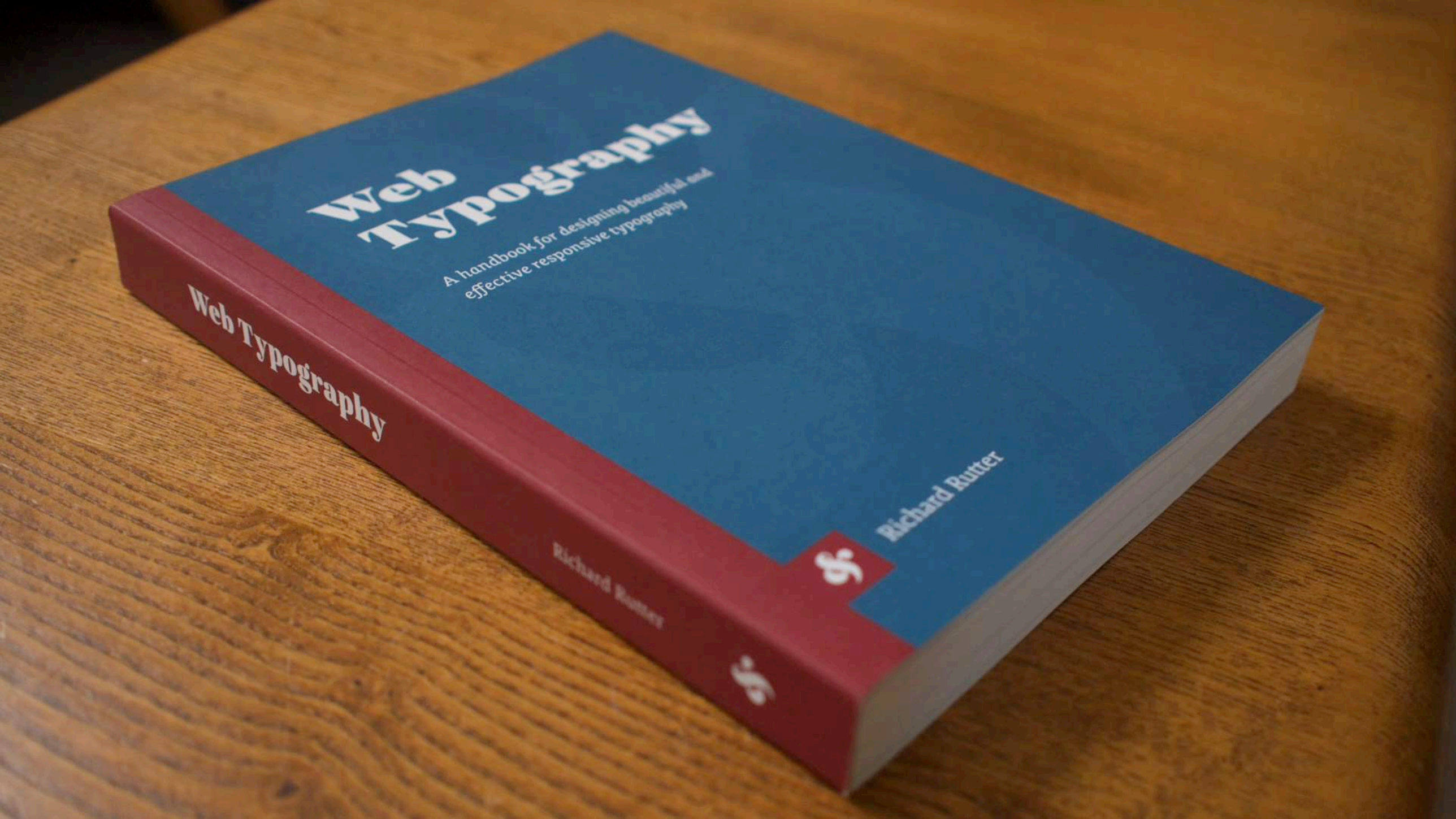
Optical Size: 20

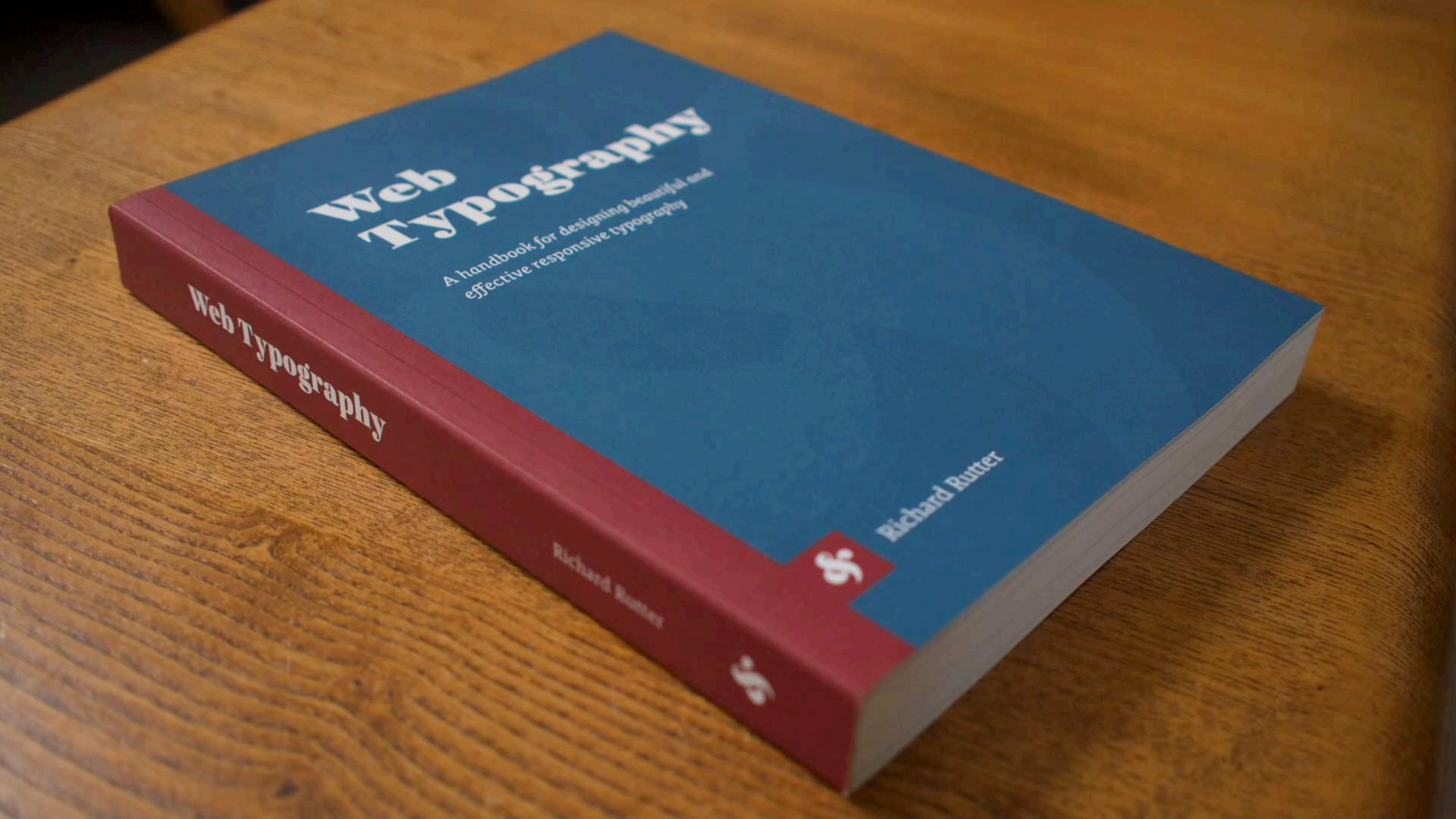
COLOUR

Clearleft

13 Golden Rules for Typography on the Web

1. Learn to relinquish control
2. Don’t trust computers
3. Use the default font size for paragraph text
4. Adjust type size according to reading distance
5. Adjust the font size if the typeface requires it
6. Set tables to be read
7. Set text at display sizes, even on small screens
8. Resize display text as you would an image
9. Influence the way people feel through type
10. Don’t be reverential, dogmatic or ordinary
11. Reduce your payload
12. Optimise page render timing
13. Learn to Use Variable Fonts


Web Typography
A handbook for designing beautiful and effective responsive typography
Richard Rutter
Web Typography
Richard Rutter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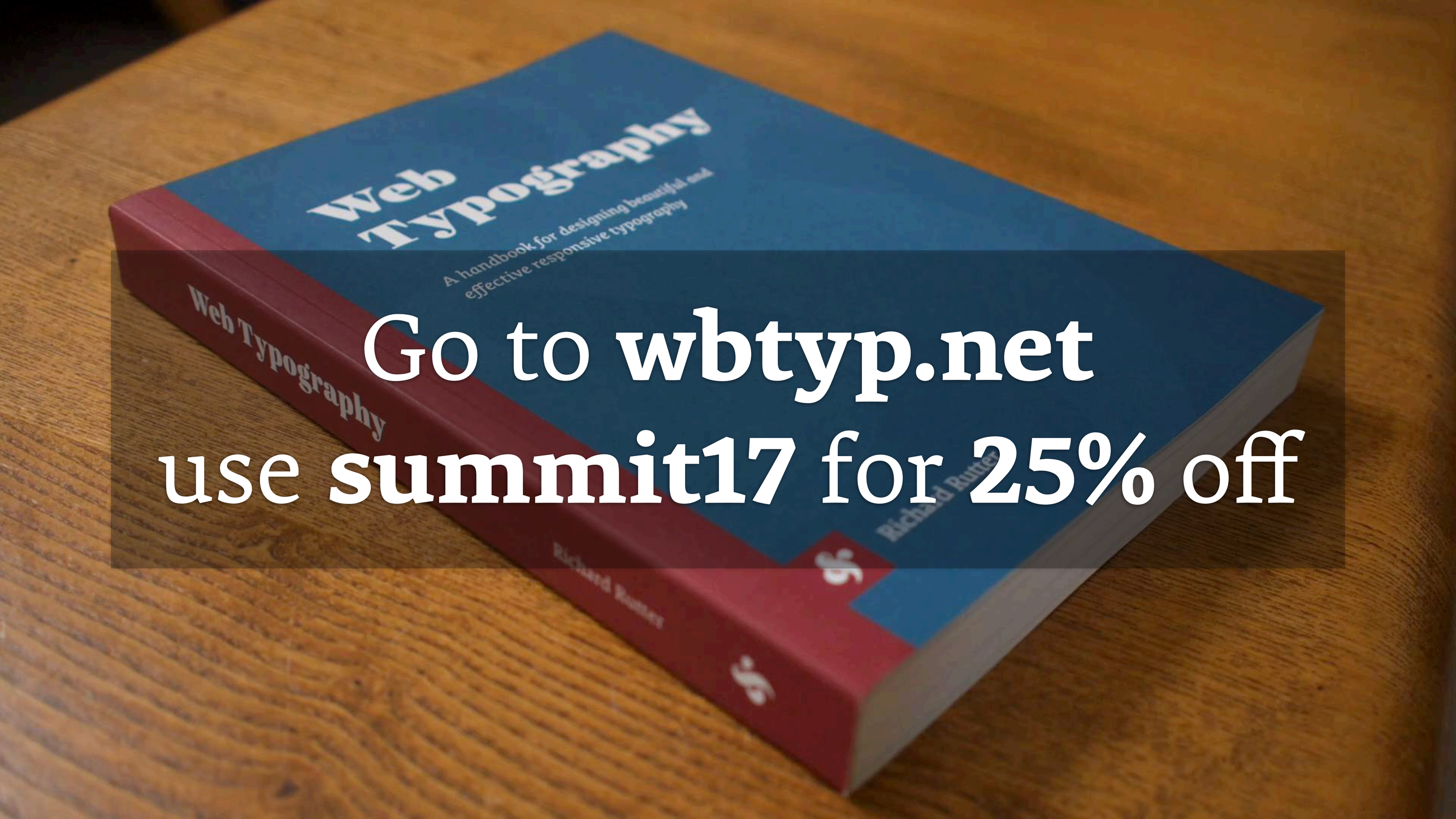

Go to **wbtyp.net**
use **summit17** for **25%** off

Clearleft

Richard Rutter, Clearleft

@clagnut
@webtypography