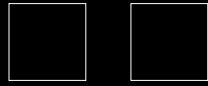




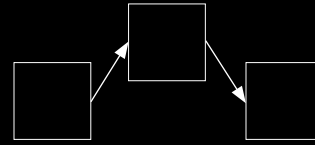
Web Typography, PART III

WAYS THAT TYPE HAPPENS ON THE WEB



TEXT IN IMAGES

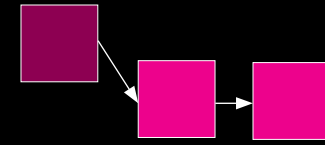
- fonts “buried” inside graphic files (JPEG, PNG, SVG)
- visually limitless
- unsearchable on their own
- not advised



WEB-SAFE FONTS

- universal access
- limited font choices
- easy to employ
- free
- no need for licenses

Arial (sans-serif)
Verdana (sans-serif)
Tahoma (sans-serif)
Trebuchet MS (sans-serif)
Times New Roman (serif)
Georgia (serif)
Garamond (serif)
Courier New (monospace)
Brush Script MT (cursive)

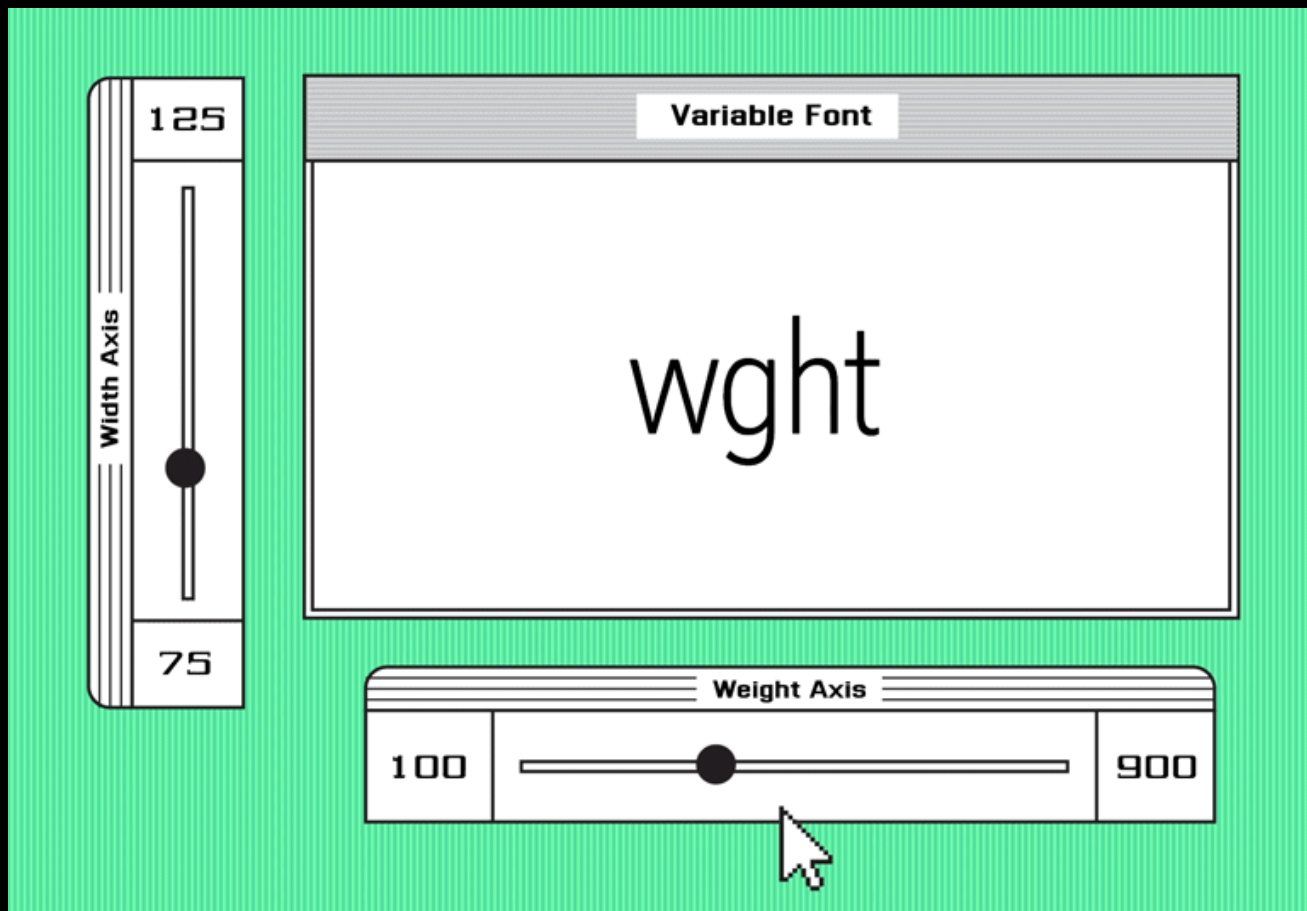


@FONT-FACE EMBEDDING

- serves up fonts hosted by a third-party on a remote server
 - many font choices
 - higher quality fonts
 - techniques vary based on provider (relatively simple)
 - free and fee-based
 - fee-based requires licensing
- serves up fonts to the viewer from the server that hosts the web site
 - many font choices
 - higher quality fonts
 - fonts are downloaded
 - syntax varies based on provider
 - free and fee-based
 - fee-based requires licensing



NEWEST KID ON THE BLOCK: VARIABLE FONTS



VARIABLE FONTS

- *spin-off of OpenType format (.otf, .woff, .ttf)*
- *can typeset with css*
- *great range possible with **one** font file*
- *faster page load times*
- *can have highly nuanced weights and style variations*
- *can be animated*

VARIABLE FONT SAMPLE:
ARROW TYPE'S RECURSIVE

Recursive Sans & Mono Features Process PDF (1.1MB) Source ↗ [Get Recursive](#)

A typographic palette for vibrant code & UI

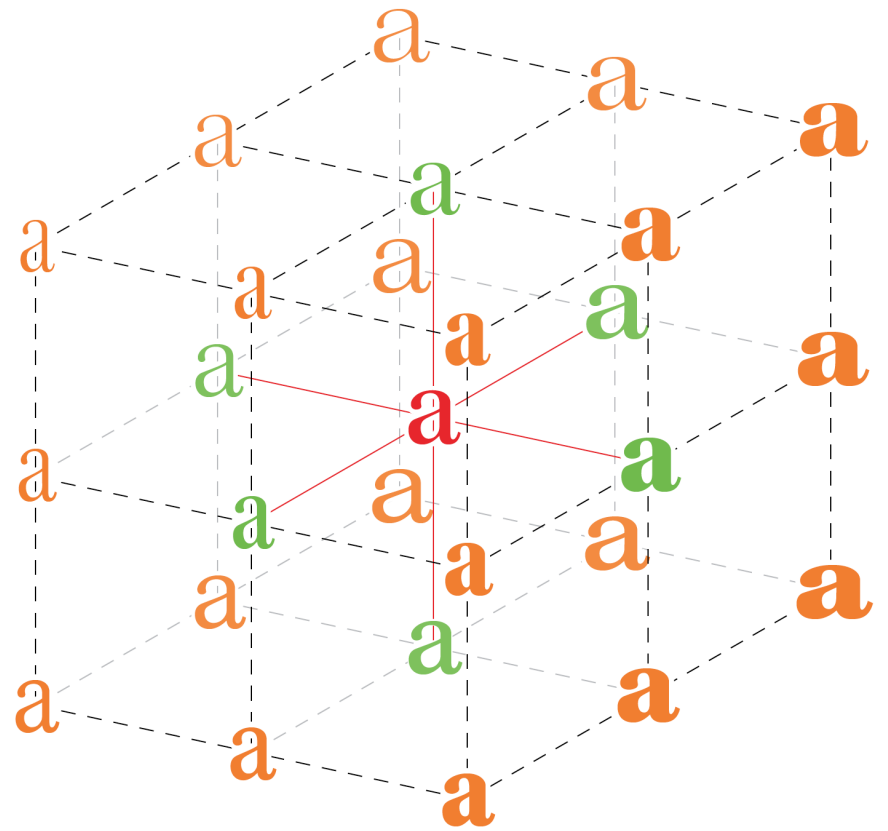
Default Styles MONO 0.00 CASL 0.00 wght 400 slnt 0.00 CRSV 0

VARIABLE FONTS: HOW THEY WORK

“Each kind of variation within a variable font is defined on an axis—essentially, a sliding scale with minimum, maximum, and default values.

“When values are set on a variable font’s axes, they produce what is called an instance—a unique font which works just like an old-fashioned static font. Since there are millions of possible instances in any given variable font, font designers make things more manageable by providing preset ‘named instances,’ that show up in the font menu for easy selection...”

— **CROSSLAND & PENNEY**



VARIABLE TYPE SYNTAX (STATIC TYPE)

STEP 1) **Link to the fonts** (code varies based on source of license and font files):

If using Google variable fonts, follow the prompts to insert their <head> tag code in the HTML file. Ex.:

```
<head>
  <link rel="preconnect" href="https://fonts.gstatic.com">
  <link href="https://fonts.googleapis.com/css2?family=
Bitter:wght@100;200;300;400;500;570;600;700;800;900&display
=swap" rel="stylesheet">
</head>
```

OR

If you have the font file(s), insert them into your project fonts folder and source them using @font-face in css. Ex.:

```
@font-face {
  font-family: MalvaVariable-Roman;
  src: url("fonts/MalvaVariable-Roman.ttf") format('truetype');
  font-weight: 100 900; }
```

STEP 2) **Then, in either case above, set the type with css settings, for example:**

```
a:link { font-family: 'Bitter', serif;
  font-size: 1.25em;
  font-weight: 200;
  color: white; }
a:hover {
  font-weight: 800;
  color: #c46f28; }
```

```
h3 { font-family: MalvaVariable-Roman;
  font-size: 3vw;
  font-weight: 200;
  color: gold; }
h3:hover {
  font-weight: 800;
  border-bottom: 1px dotted gold; }
```

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz

ANIMATED VARIABLE TYPE:
STUDIO DUNBAR



VARIABLE TYPE SELECTION + TESTING RESOURCE

Variable Fonts (beta)
A simple resource for finding and trying variable fonts

Service Gothic Variable

Weight: 200 ————— 700

ABCDEF GHIJKL M

An homage to wonky casual lettering found in everyday settings. It maintains consistent 'multiplexed' glyph widths across its weight variants, allowing for weight changes without text reflowing. Offered with discounted pricing while it's still a work in progress.

Full disclosure: This typeface was designed by the editor of this website.

Design: Nick Sherman
Publisher: HEX Projects
Characters: Latin
Released: 2020-10-06
Licensing: Paid/commercial
Info/fonts: [hex.xyz](#)

Pacaembu

Weight: 100 ————— 1000

ABCDEFGHIJKLMNO P
abcdefghijklmnopqrstu v

A geometric sans inspired by Art Deco lettering on the Pacaembu Stadium in São Paulo.

Design: Álvaro Franca, Felipe Casaprima
Publisher: Naípe Foundry
Characters: Latin
Released: 2020-09-16
Licensing: By request
Info/fonts: [naípe.xyz](#)

Nekst

ABCDEFGHIJKLMNO P Q
abcdefghijklmnopqrstu v
АБВГДЕЖЗИЙКЛМНОП

Variable Fonts (beta)
A simple resource for finding and trying variable fonts

Service Gothic Variable

Weight: 200 ————— 700

ABCDEFGHIJKLMNO PQRSTU
VWXYZ 0123456789

An homage to wonky casual lettering found in everyday settings. It maintains consistent 'multiplexed' glyph widths across its weight variants, allowing for weight changes without text reflowing. Offered with discounted pricing while it's still a work in progress.

Full disclosure: This typeface was designed by the editor of this website.

Design: Nick Sherman
Publisher: HEX Projects
Characters: Latin
Released: 2020-10-06
Licensing: Paid/commercial
Info/fonts: [hex.xyz](#)

Pacaembu

Weight: 100 ————— 1000

ABCDEFGHIJKLMNO PQRSTUVWXYZ a
bcdefghijklmnopqrstuvwxyz 01234567
89

A geometric sans inspired by Art Deco lettering on the Pacaembu Stadium in São Paulo.

Design: Álvaro Franca, Felipe Casaprima
Publisher: Naípe Foundry
Characters: Latin
Released: 2020-09-16
Licensing: By request
Info/fonts: [naípe.xyz](#)

Nekst

Weight: 35 ————— 155

ABCDEFGHIJKLMNO PQRSTUVWXYZ a
bcdefghijklmnopqrstuvwxyz 012345678
9 АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧ
ШЩЪЫЬЭЮЯабвгдежзийклмнопрсту