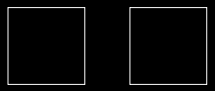
Web Typography, PART III

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*

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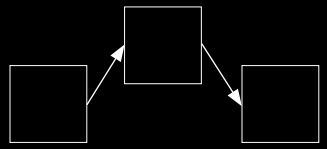
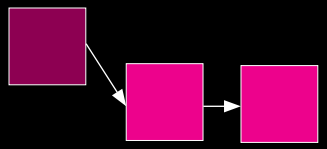
Arial (sans-serif)
Verdana (sans-serif)
Tahoma (sans-serif)
Trebuchet MS (sans-serif)
Times New Roman (serif)
Georgia (serif)
Garamond (serif)
Courier New (monospace)
Brush Script MT (cursive)



EMBEDDING SERVICES

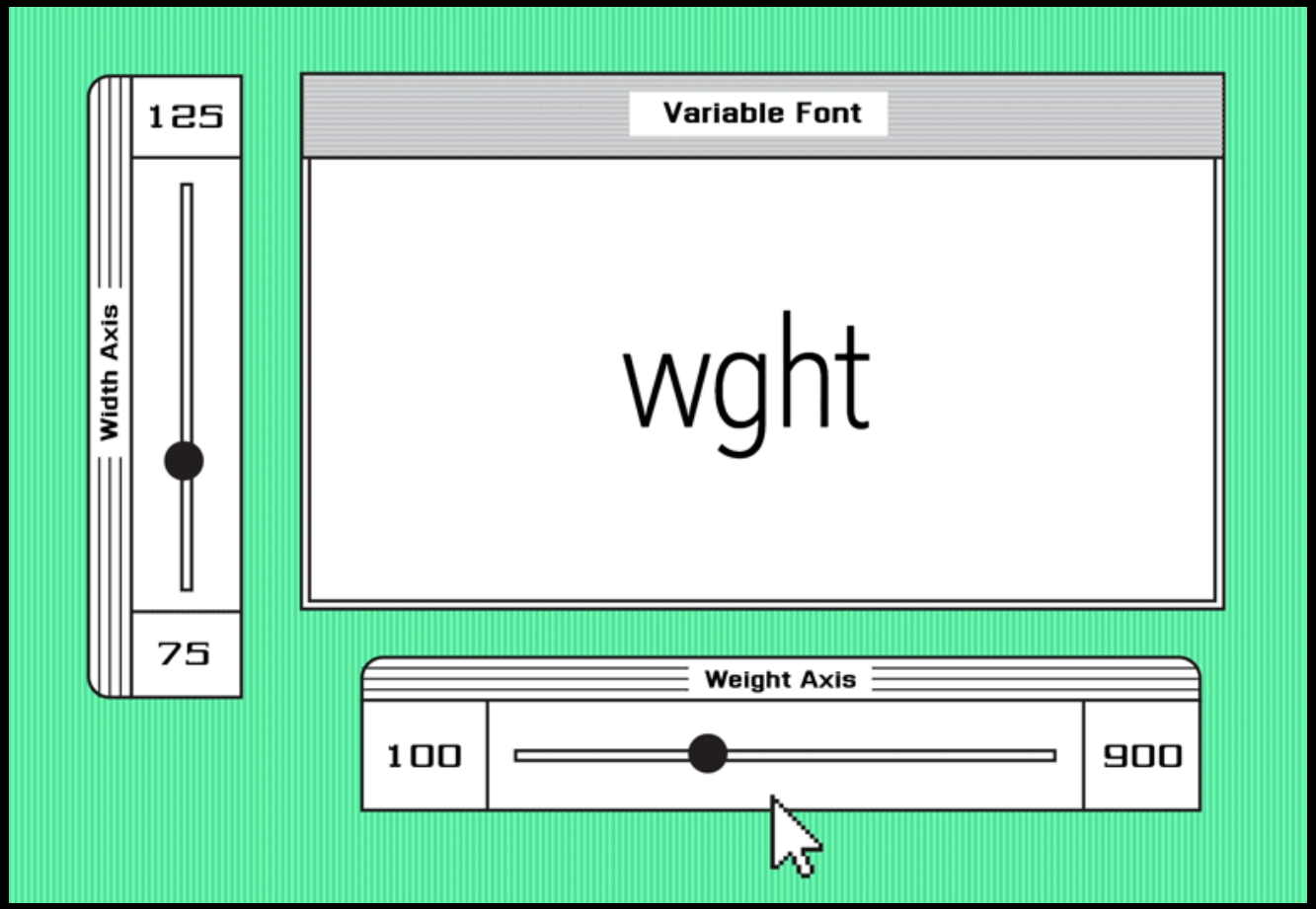
- *serves up fonts hosted by a third-party on a remote server*
- *many font choices*
- *higher quality fonts*
- *techniques vary based on provider (relatively simple)*
- *free and fee-based*
- *fee-based requires licensing*



@FONT-FACE EMBEDDING

- *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*

image: Irin Kim via https://design.google/library/variable-fonts-are-here-to-stay/

VARIABLE FONT SAMPLE: ARROW TYPE'S RECURSIVE

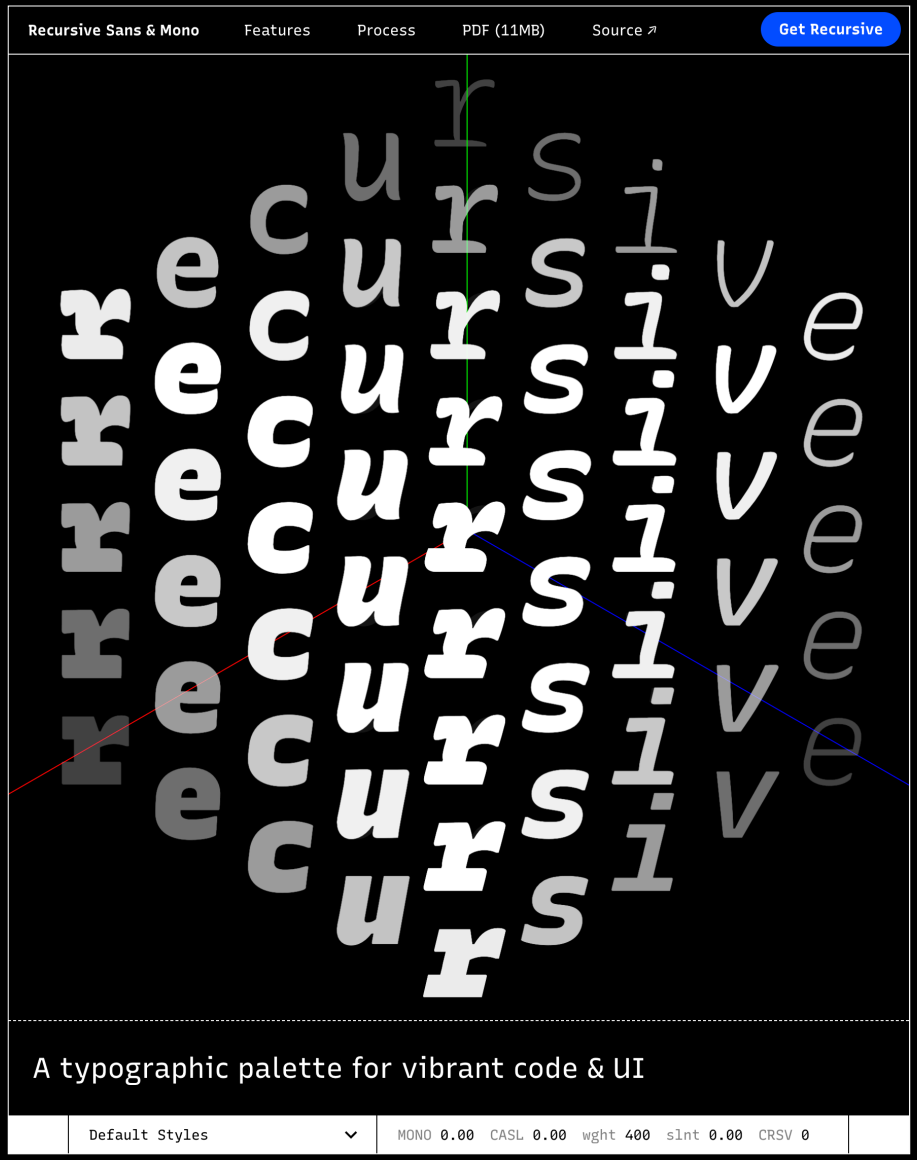


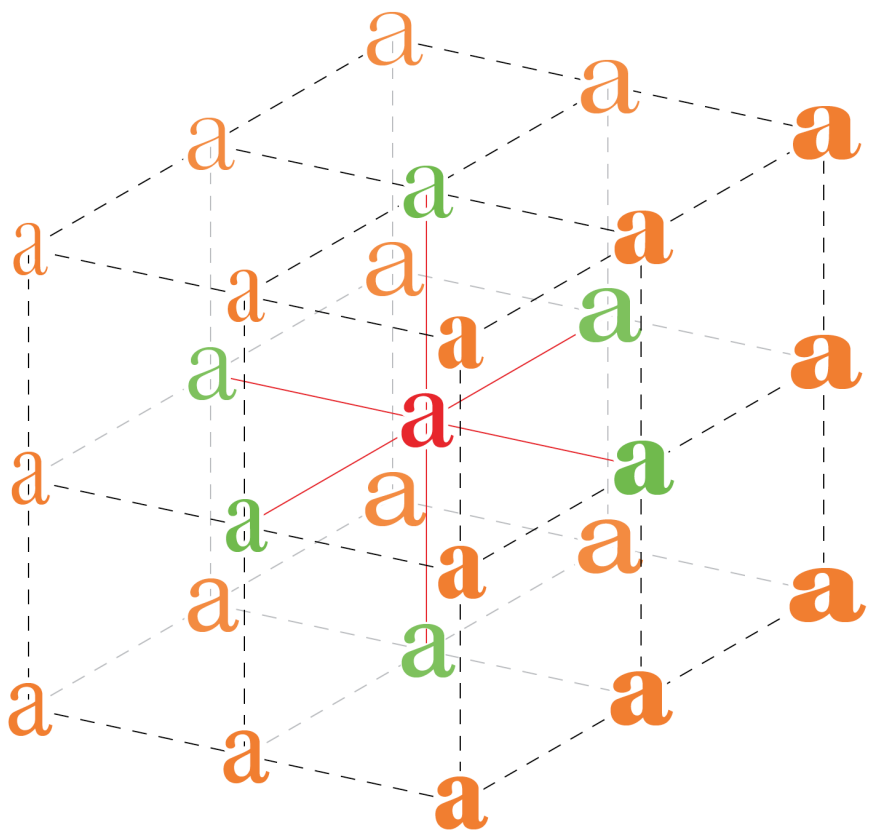
image: Arrow Type: https://www.recursive.design/

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



https://design.google/library/variable-fonts-are-here-to-stay/

image: https://medium.com/variable-fonts/https-medium-com-tiro-introducing-opentype-variable-fonts-12ba6cd2369

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;     }
```

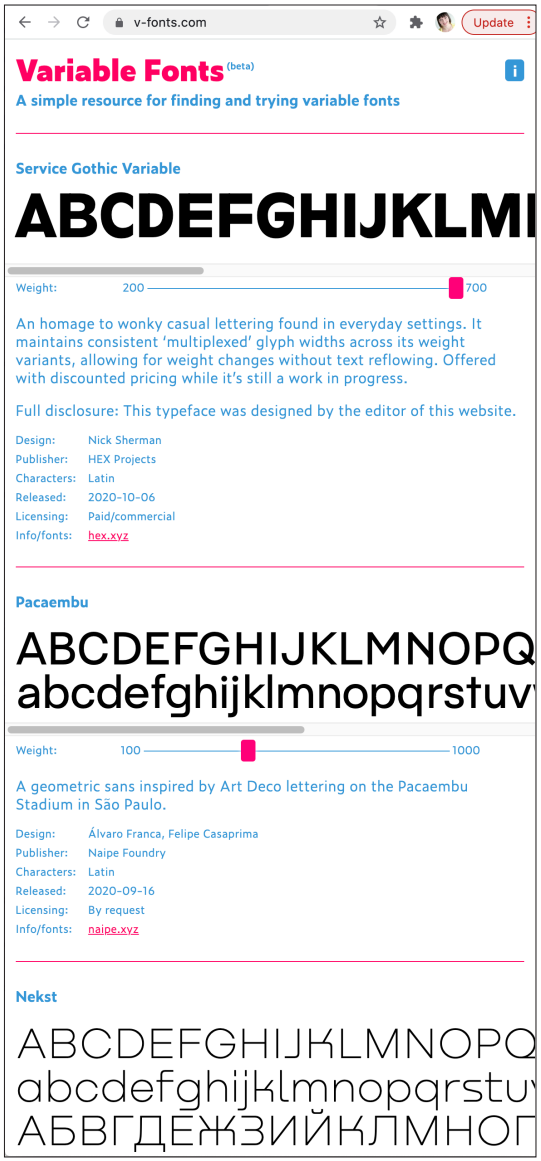
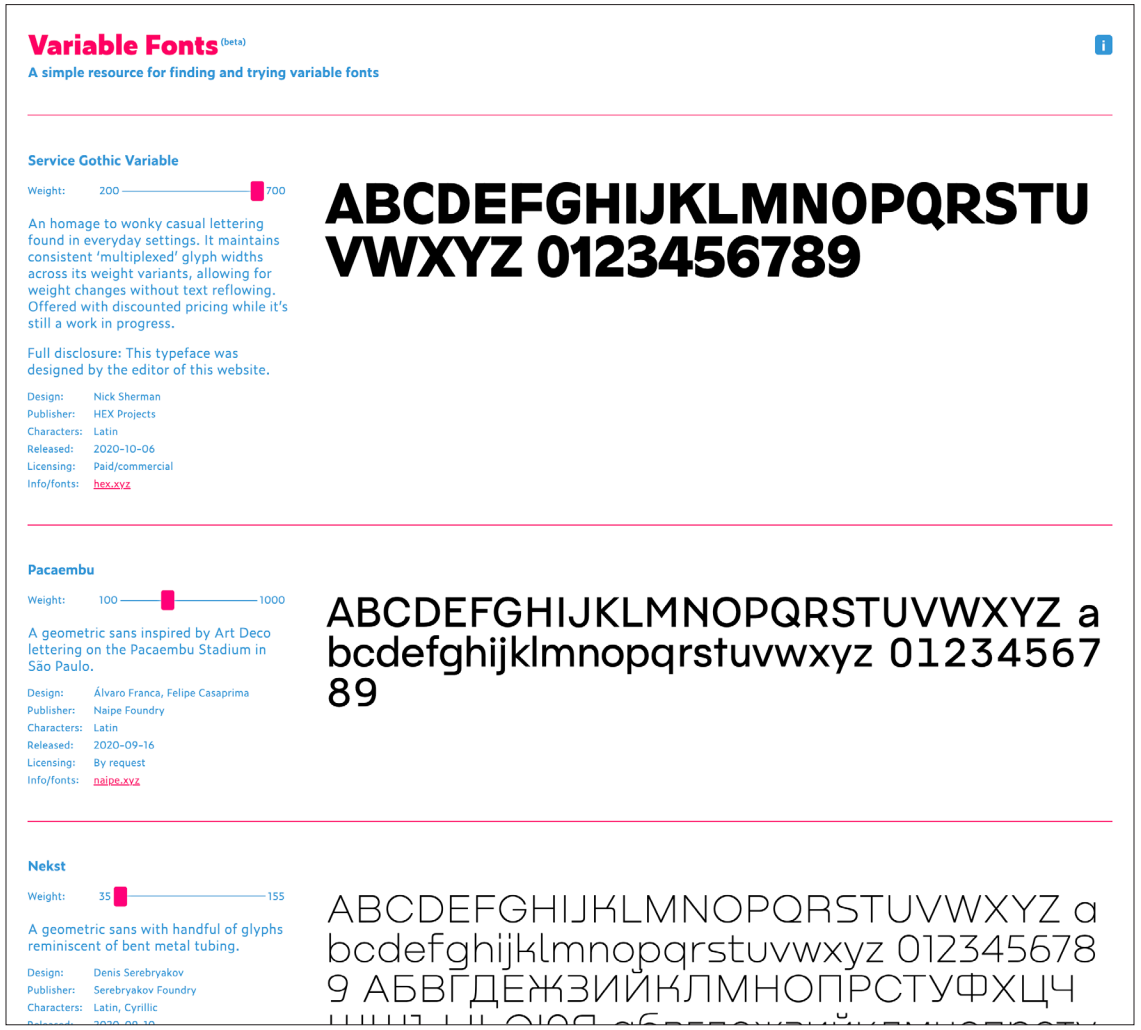
STEP 2) ***Then, in either case above, set the type with css settings, for example:***

```
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;  }
```

ANIMATED VARIABLE TYPE:
STUDIO FEIXEN

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