



March 29, 2012

# Web Font Design: You Don't Have To Be Angry Anymore





# #CDPUG

My notes can be found at:

[sosAssociates.com](http://sosAssociates.com)

[Twitter.com/sos\\_jr](https://twitter.com/sos_jr)



"Any customer can  
have **any Web**

**Font** that he

wants so long as it is

**monospaced**



HTML 3.2 became a W3C Recommendation 14.

January 1997. One of the elements added to the HTML 3.2 standard, was the `<font>` tag. This tag introduced unnecessary complexity to the important task of separating HTML content (text) from its presentation (style). The `<font>` tag became deprecated in HTML 4.0.

HTML 4.0 became a W3C Recommendation 18.

December 1997. A second release was issued on 24 April 1998 with only some editorial corrections.

[http://www.w3schools.com/w3c/w3c\\_html.asp](http://www.w3schools.com/w3c/w3c_html.asp)



# 1997 - HTML 3.2

`<p><font face="Verdana, Geneva, sans-serif" size="+2" color="#FF0000">The HTML &lt;font&gt; Tag was used to control font, color and size. For example to make this paragraph: &lt;font face="Verdana, Geneva, sans-serif" size="+2" color="#FF0000"&gt;</font></p>`

`<p><font face="Georgia, Times New Roman, Times, serif" size="+3" color="#0000FF">15 years ago (January 1997) HTML 3.2 added the &lt;font&gt; tag. This tag introduced unnecessary complexity to the important task of separating HTML content (text) from its presentation (style). The &lt;font&gt; tag became <strong>deprecated</strong> in HTML 4.0 December 1997. The most important feature of HTML 4.0 was the introduction of style sheets (CSS). </font></p>`

`<p><font face="Verdana, Geneva, sans-serif" size="+2" color="#FF0000">More to say!</font></p>`

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# 1997 - Today

## HTML 4

## XHTML

## HTML 5

```
<link rel="stylesheet" href="http://example.com/css/style.css" type="text/css" />
```



font-family:  
Arial,  
Helvetica,  
sans-serif;



font-family:  
"Times New  
Roman",  
Georgia,  
Serif;



Windows fonts / Mac fonts / Font family

Normal style	Bold style
Arial, Arial, Helvetica, <i>sans-serif</i>	<b>Arial, Arial, Helvetica, <i>sans-serif</i></b>
<b>Arial Black, Arial Black, Gadget, <i>sans-serif</i></b>	<b>Arial Black, Arial Black, Gadget, <i>sans-serif</i></b>
Comic Sans MS, <i>Comic Sans MS<sup>5</sup>, cursive</i>	Comic Sans MS, <i>Comic Sans MS<sup>5</sup>, cursive</i>
Courier New, <i>Courier New, monospace</i>	Courier New, <i>Courier New, monospace</i>
Georgia <sup>1</sup> , <i>Georgia, serif</i>	Georgia <sup>1</sup> , <b>Georgia, serif</b>
<b>Impact, Impact<sup>5</sup>, Charcoal<sup>6</sup>, <i>sans-serif</i></b>	<b>Impact, Impact<sup>5</sup>, Charcoal<sup>6</sup>, <i>sans-serif</i></b>
Lucida Console, <i>Monaco<sup>5</sup>, monospace</i>	Lucida Console, <i>Monaco<sup>5</sup>, monospace</i>
Lucida Sans Unicode, <i>Lucida Grande, sans-serif</i>	Lucida Sans Unicode, <b>Lucida Grande, sans-serif</b>
Palatino Linotype, Book Antiqua <sup>3</sup> , <i>Palatino, serif</i>	Palatino Linotype, Book Antiqua <sup>3</sup> , <b>Palatino, serif</b>
Tahoma, <i>Geneva, sans-serif</i>	<b>Tahoma, Geneva, sans-serif</b>
Times New Roman, <i>Times New Roman, Times, serif</i>	Times New Roman, <b>Times New Roman, Times, serif</b>
Trebuchet MS <sup>1</sup> , <i>Trebuchet MS, sans-serif</i>	Trebuchet MS <sup>1</sup> , <b>Trebuchet MS, sans-serif</b>
Verdana, <i>Verdana, Geneva, sans-serif</i>	<b>Verdana, Verdana, Geneva, sans-serif</b>
Symbol, <i>Symbol (Symbol<sup>2</sup>, Symbol<sup>2</sup>)</i>	Symbol, <b>Symbol (Symbol<sup>2</sup>, Symbol<sup>2</sup>)</b>
Webdings, <i>Webdings (Webdings<sup>2</sup>, Webdings<sup>2</sup>)</i>	Webdings, <b>Webdings (Webdings<sup>2</sup>, Webdings<sup>2</sup>)</b>
Wingdings, <i>Zapf Dingbats (Wingdings<sup>2</sup>, Zapf Dingbats<sup>2</sup>)</i>	Wingdings, <b>Zapf Dingbats (Wingdings<sup>2</sup>, Zapf Dingbats<sup>2</sup>)</b>
MS Sans Serif <sup>4</sup> , <i>Geneva, sans-serif</i>	MS Sans Serif <sup>4</sup> , <b>Geneva, sans-serif</b>
MS Serif <sup>4</sup> , <i>New York<sup>6</sup>, serif</i>	MS Serif <sup>4</sup> , <b>New York<sup>6</sup>, serif</b>

<http://www.ampsoft.net/webdesign-I/WindowsMacFonts.html>





# Review of Popular Web Font Embedding Services

By [Andrew Follett](#)

Pre-order now: [Printed Smashing Book 3](#)



 October 20th, 2010

 [Fonts, Typography](#)

 [118 Comments](#)

In the mid-80s the desktop

<http://www.smashingmagazine.com/2010/10/20/review-of-popular-web-font-embedding-services/>

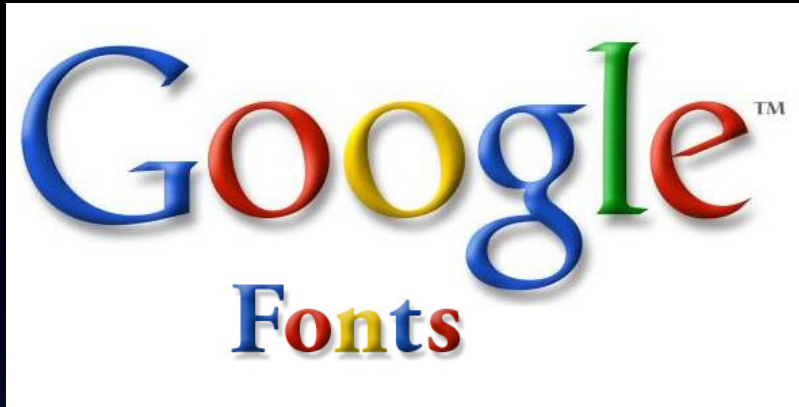
The background of the slide is a photograph of an ice cream counter. In the foreground, there are several ice cream cones stacked vertically, each with a different colored scoop of ice cream. Behind them, there are metal trays filled with various flavors of soft-serve ice cream, including chocolate, vanilla, and many others. The lighting is bright, highlighting the textures of the ice cream.

Typekit 4000  
Webtype 365  
Fontdeck 1200  
Fonts Live 499  
Fontspring 1,937 families  
Fonts.com Web Fonts 7,500+  
Google Fonts 466  
Kernest 2,450  
Typotheque over 500  
WebINK 2,000



# Embedding Services

Google Fonts and TypeKit (free and paid)



[www.google.com/webfonts](http://www.google.com/webfonts)



[typekit.com/](http://typekit.com/)

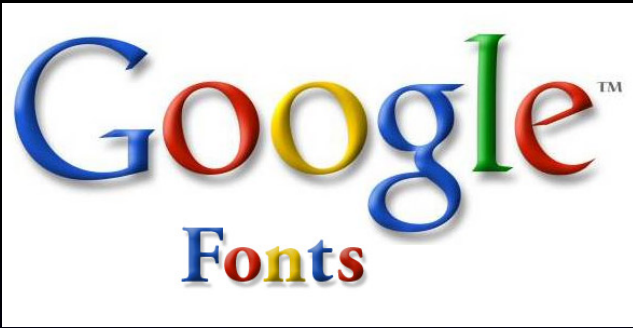
---

## Download Fonts



[www.fontsquirrel.com](http://www.fontsquirrel.com)





# 5 Steps

1. Search/Filter  
Add to Collection
2. Choose the styles you want
3. Choose the character sets you want
4. Add code to your website
5. Integrate the fonts into your CSS

<http://www.google.com/webfonts>





# 3 Steps

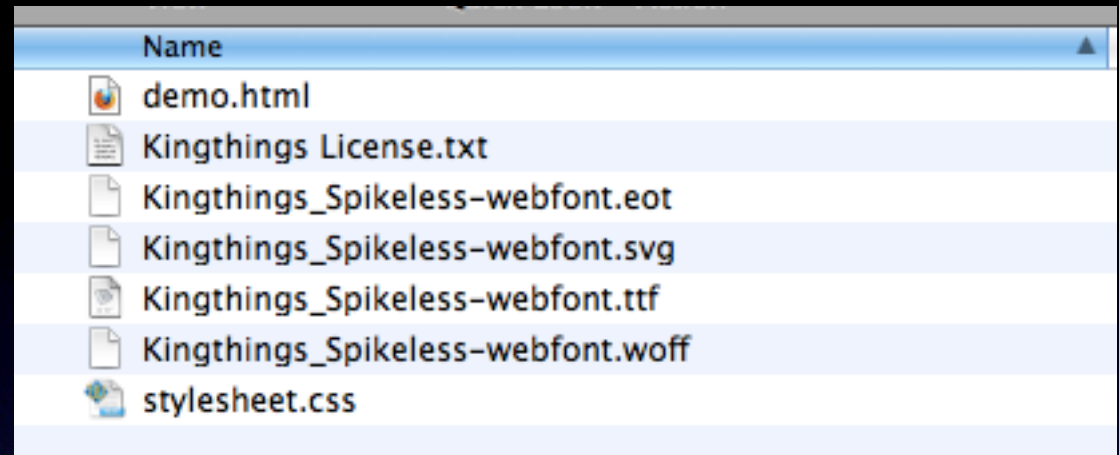
1. Pricing: Find the plan that's right for you
2. Log into Typekit, create a kit and give it a name.
3. Embed code for that kit; copy and paste it into your site's <head> tag.

<https://typekit.com/>





[www.fontsquirrel.com](http://www.fontsquirrel.com)



```
/* Generated by Font Squirrel (http://www.fontsquirrel.com) on  
February 13, 2012 04:02:38 PM America/New_York */
```

```
@font-face {  
  font-family: 'KingthingsSpikelessRegular';  
  src: url('Kingthings_Spikeless-webfont.eot');  
  src: url('Kingthings_Spikeless-webfont.eot?#iefix') format('embedded-  
opentype'),  
       url('Kingthings_Spikeless-webfont.woff') format('woff'),  
       url('Kingthings_Spikeless-webfont.ttf') format('truetype'),  
       url('Kingthings_Spikeless-webfont.svg#KingthingsSpikelessRegular')  
  format('svg');  
  font-weight: normal;  
  font-style: normal;  
}
```

font-family:  
'KingthingsSpikelessRegular',  
Arial,  
sans-serif



## Font Properties

Property	Description	CSS
<a href="#">font</a>	Sets all the font properties in one declaration	1
<a href="#">font-family</a>	Specifies the font family for text	1
<a href="#">font-size</a>	Specifies the font size of text	1
<a href="#">font-style</a>	Specifies the font style for text	1
<a href="#">font-variant</a>	Specifies whether or not a text should be displayed in a small-caps font	1
<a href="#">font-weight</a>	Specifies the weight of a font	1
<a href="#">@font-face</a>	A rule that allows websites to download and use fonts other than the "web-safe" fonts	3
<a href="#">font-size-adjust</a>	Preserves the readability of text when font fallback occurs	3
<a href="#">font-stretch</a>	Selects a normal, condensed, or expanded face from a font family	3

CSS3



## CSS Reference

[www.w3schools.com/cssref/](http://www.w3schools.com/cssref/)



Now  
Use  
CSS I  
New  
Ways



## Text Properties

Property	Description	CSS
<a href="#">color</a>	Sets the color of text	1
<a href="#">direction</a>	Specifies the text direction/writing direction	2
<a href="#">letter-spacing</a>	Increases or decreases the space between characters in a text	1
<a href="#">line-height</a>	Sets the line height	1
<a href="#">text-align</a>	Specifies the horizontal alignment of text	1
<a href="#">text-decoration</a>	Specifies the decoration added to text	1
<a href="#">text-indent</a>	Specifies the indentation of the first line in a text-block	1
<a href="#">text-transform</a>	Controls the capitalization of text	1
unicode-bidi		2
<a href="#">vertical-align</a>	Sets the vertical alignment of an element	1
<a href="#">white-space</a>	Specifies how white-space inside an element is handled	1
<a href="#">word-spacing</a>	Increases or decreases the space between words in a text	1
<a href="#">hanging-punctuation</a>	Specifies whether a punctuation character may be placed outside the line box	3
<a href="#">punctuation-trim</a>	Specifies whether a punctuation character should be trimmed	3
text-align-last	Describes how the last line of a block or a line right before a forced line break is aligned when text-align is "justify"	3
<a href="#">text-justify</a>	Specifies the justification method used when text-align is "justify"	3
<a href="#">text-outline</a>	Specifies a text outline	3
<a href="#">text-overflow</a>	Specifies what should happen when text overflows the containing element	3
<a href="#">text-shadow</a>	Adds shadow to text	3
<a href="#">text-wrap</a>	Specifies line breaking rules for text	3
<a href="#">word-break</a>	Specifies line breaking rules for non-CJK scripts	3
<a href="#">word-wrap</a>	Allows long, unbreakable words to be broken and wrap to the next line	3

CSS Reference

[www.w3schools.com/cssref/](http://www.w3schools.com/cssref/)







March 29, 2012

Thank you!  
Questions?



[sosAssociates.com](http://sosAssociates.com)  
[Twitter.com/sos\\_jr](https://twitter.com/sos_jr)

