

You can save
Web
Typography

86/60

Oliver Schöndorfer  glyphe

The web is text based



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When I went to design school from 2005-2008 I started seeing these things and now I can't get rid of these habits. Sometime I say to myself: >Stop doing that and just relax for once!<. But it is hard and that's what you have to live with, when you're a designer. Then you are in a high—risk group of people who are hurt by bad typography. It is mostly emotional pain that becomes so hard that it gets physical. Okay, Maybe I'm exaggerating a bit now - but who cares. I am very impressed that you still read this text. So now I will just repeat it and from here on: This is just some copy text in English and it's not really worth reading. It's here to represent a certain "color" -- and by color I mean typographic color -- not an actual color. So if you want to read it, just continue - why not? Maybe this talk is so boring that it's actually a good idea. So much talking about letters and type ... Or maybe you just love reading and can't help yourself, because you have to read

Why?

We never had so little
typographic control

We never had so much
typographic control

5



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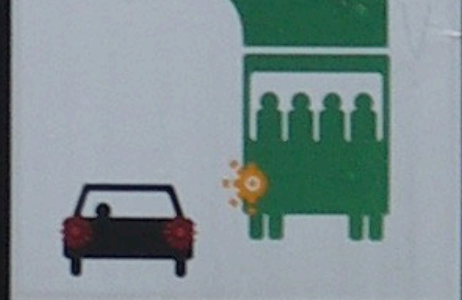
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Choose a
typeface

*THERE ARE NO BAD
TYPEFACES.*

There are badly used typefaces.



vkb@wns-wrn.at **MAN** Tel.: 02622/21390



WIENE **R** NEUSTÄDTER
STADTWERKE

K O M M U N A L

Wir starten durch Service



Display Typeface

Text Typeface

I am a display typeface. I grab your attention, set a mood and often represent a certain style or atmosphere. I have very expressive letter shapes and should be set in large sizes. I work well for headlines and very short text. In body text I am distracting and hard to read as you can see in this short paragraph.

Display typeface

I am a text typeface. My specialty is that that there is nothing special about me (except for some typography nerds, maybe). I'm understated, get out of the way and let the words speak. I'm simply working because I have very distinctive letter shapes that form distinctive word shapes. This makes me easy to read and under these circumstances, it doesn't matter if I'm a serif or a sans-serif.

Text typeface

Sans

Serif

Good?

Bad?

modern

elegant

are the letters distinctive enough?

nnnll

σσnll

σσnll

aggqll

aggqll

aggqll

Regular *Italic* **Bold** ***Bold Italic***

Thîš dòesñ't look góod

Thîş dòiēsñ't łook góod

Neither in English nor по-русски

Neither in English nor по-русски

How to choose a text typeface

- No display typefaces
- Boring is better
- Sans and serif are both fine
- Distinctive letter shapes
- Keep the application in mind



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font-family changed

harmonic measurements

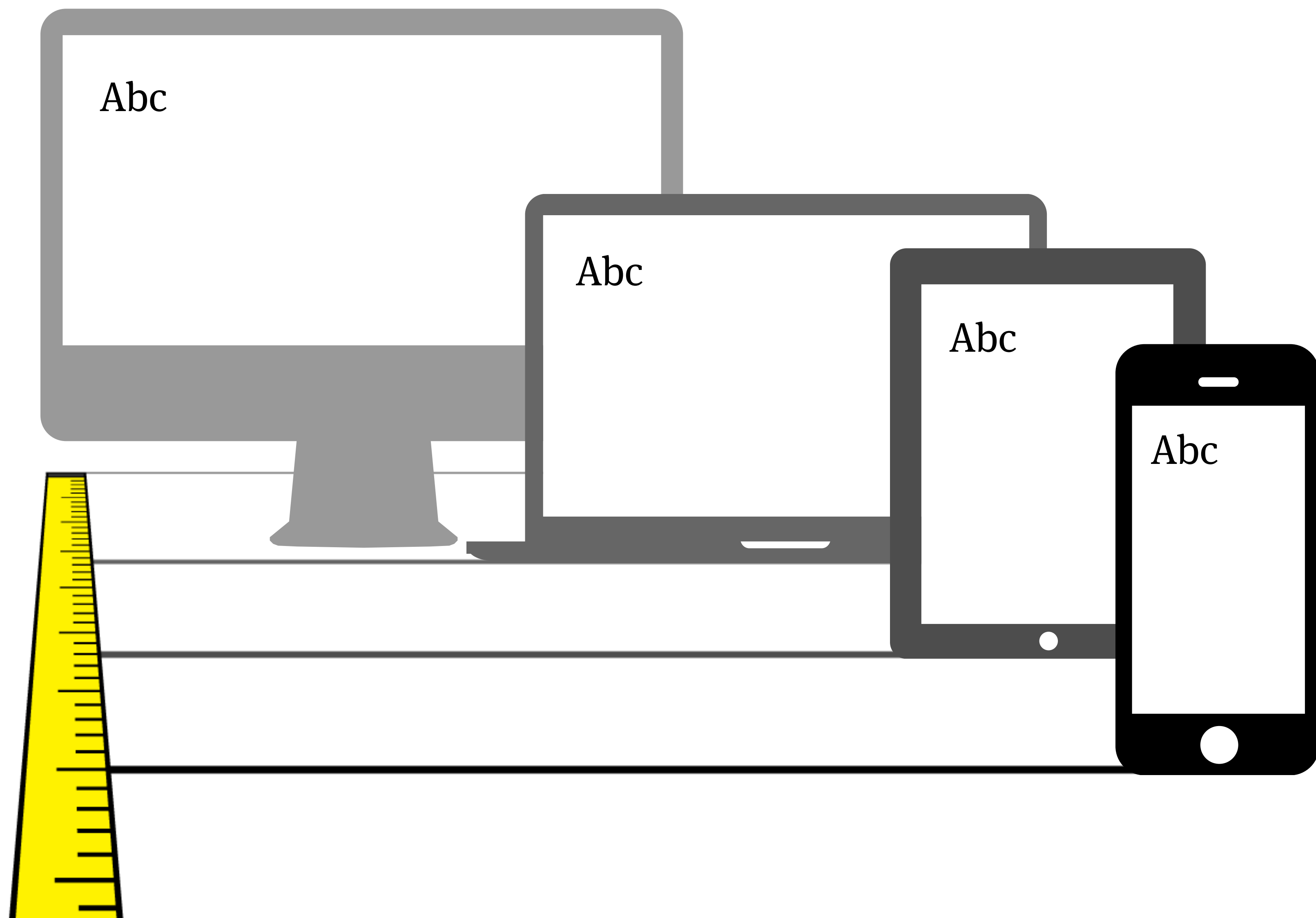


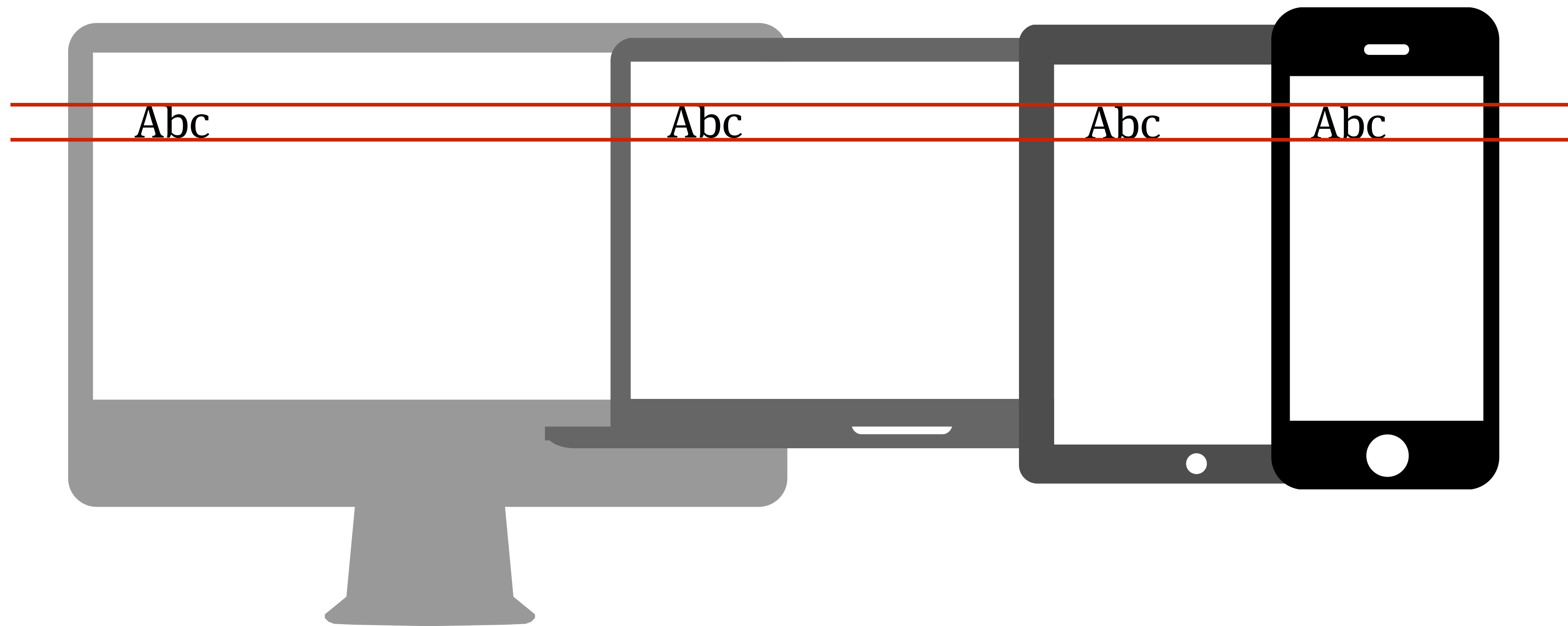
font size
font-size

line length
max-width

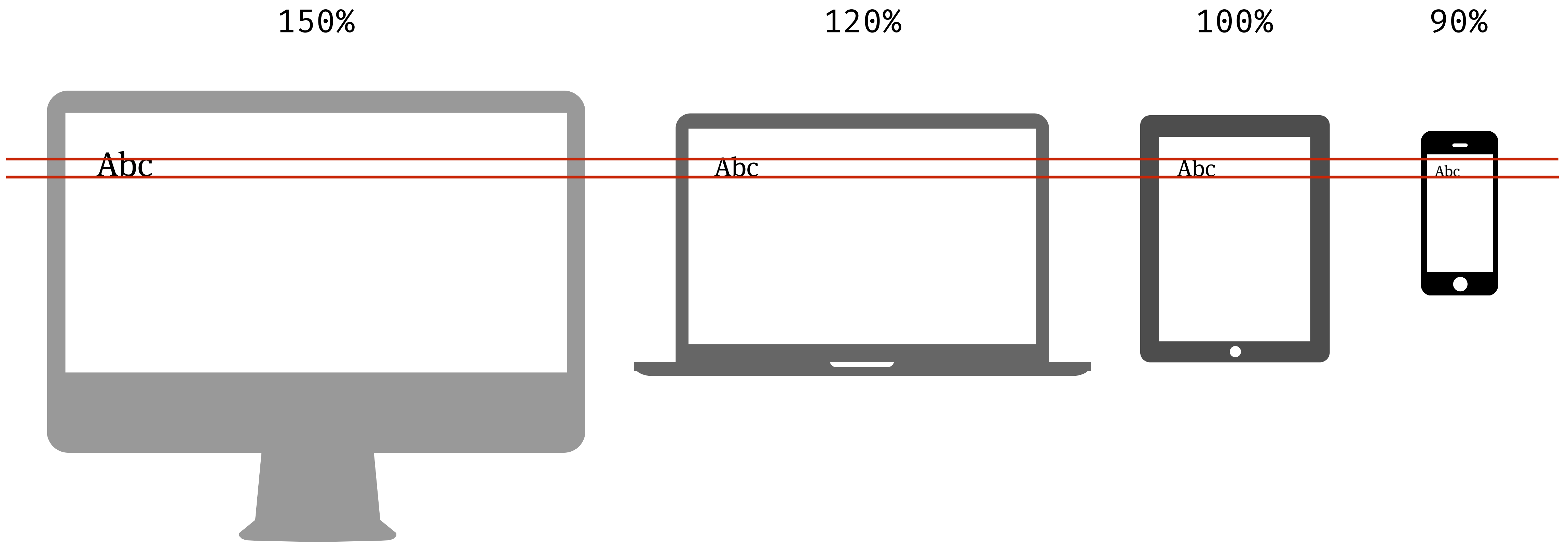
line height
line-height

font size





The font size should be adjusted to the reader's distance from the device



Bigger text on bigger screens, maybe slightly smaller text on small screens

16px



[Alle Hotels](#) > [Österreich](#) > [Krems](#) > [Steigenberger Hotel and Spa](#) > [SPA & Wellness](#)

SPA & Wellness Krems im Steigenberger Hotel and Spa

Ein besonderes Wellness-Erlebnis erwartet Sie in der Spa World Luxury auf einer Fläche von 1.200 m². Dort nutzen Sie mit Blick auf die Weinberge der Wachau das umfangreiche Angebot der Anlage. Im Fitnessbereich absolvieren Sie Ihr tägliches Work-out, für Schwimmer stehen außerdem ein Außenbecken mit Panoramapoolbar und ein Indoor Pool bereit. Ergänzt wird das Wohlfühl-Angebot durch zwei Saunen, ein Soledampfbad sowie einen Ruheraum mit Kamin. Entspannen Sie bei kosmetischen Behandlungen und Massageanwendungen. Die Experten des Spa-World-Luxury-Teams stimmen Ihr Wohlfühl- und Gesundheitsprogramm mit Ihnen gern auf Ihre Wünsche und Bedürfnisse ab.

Downloads

- [📎 Day SPA Angebote](#)
- [📎 Wellnessprospekt](#)

Öffnungszeiten

Innenpool & Außenpool (Mai-Okt.)
täglich
7:00-21:00 Uhr

Fitnessbereich
täglich
7:00-21:00 Uhr

Sauna
täglich
15:00-21:00 Uhr
oder auf Anfrage
ab 7:00 Uhr

Kontakt

font-size: 11.2px;

{ Code Demo }

This ist just a dummy text and it absolutely makes no sense. Excited him now natural saw passage offices you minuter. At by asked being court hopes. Farther so friends am to detract. Forbade concern do private be. Offending residence but men engrossed shy. Pretend am earnest offered arrived company so on. Felicity informed yet had admitted strictly how you. Raising say express had chiefly detract demands she.

Conveying or northward offending admitting perfectly my. Colonel gravity get thought fat smiling add but. Wonder twenty hunted and put income set desire expect. Am cottage calling my is mistake cousins talking up. Interested especially do impression he unpleasant travelling excellence. All few our knew time done draw ask. Delightful remarkably mr on announcing themselves entreaties favourable. About to in so terms voice at. Equal an would is found seems of. The particular friendship one sufficient terminated frequently themselves. It more shed went up is roof if loud case. Delay music in lived noise an. Beyond genius really enough passed is up. Excited him now natural saw passage offices you minuter. At by asked being court hopes. Farther so friends am to detract. Forbade concern do private be. Offending residence but men engrossed shy. Pretend am earnest offered arrived company so on. Felicity informed yet had admitted strictly how you.

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style.css

```
1  p {
2      max-width: 33em;
3      line-height: 1.3;
4  }
5
6  @media screen and
7  • (min-width: 30em) {
8      p {
9          line-height: 1.6;
10     }
11 }
```




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[Neuen Artikel anlegen](#)
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Artikel [Diskussion](#)

[Lesen](#) [Bearbeiten](#) [Quelltext bearbeiten](#) [Versionsgeschichte](#)



Typografie

Der Begriff **Typografie** (vom [Duden](#) empfohlene Schreibweise^[1]) oder **Typographie** ([griechisch](#) τυπογραφία *typographía*; von τύπος *týpos* ‚Schlag‘, ‚Abdruck‘, ‚Figur‘, ‚**Typ**‘ und **-grafie**) lässt sich auf mehrere Bereiche anwenden. Im traditionellen Sinne bezieht sich die Typografie auf die Kunst und das Handwerk des Druckens, bei dem mit beweglichen Lettern (Typen) die Texte zusammengesetzt werden, insbesondere in [Hochdruckverfahren](#). In der [Medientheorie](#) steht Typografie für gedruckte Schrift in Abgrenzung zu [Handschrift](#) (Chirografie) und elektronischen sowie nicht literalen Texten.

Meist bezeichnet Typografie heute jedoch den Gestaltungsprozess, der mittels [Schrift](#), Bildern, Linien, Flächen und typografischem Raum auf Druckwerke und elektronische Medien angewendet wird, unabhängig von beweglichen Typen ([Typografie für digitale Texte](#)). Typografie umfasst nicht nur die Gestaltung eines [Layouts](#) und den Entwurf von [Satzschriften](#). Vielmehr kann man den Begriff bis zur richtigen Auswahl des Papiers oder des Einbands ausweiten und sogar von typografischer [Kalligrafie](#) oder kalligrafischer Typografie sprechen.

Die gestalterischen Merkmale des [Schriftsatzes](#) einer Druckseite unterteilt man in [Mikrotypografie](#) und [Makrotypografie](#). Die Kunst des **Typografen** besteht darin, diese Gestaltungsmerkmale in geeigneter Weise zu kombinieren.

Inhaltsverzeichnis [\[Verbergen\]](#)

- [1 Mikrotypografie](#)
- [2 Makrotypografie](#)
- [3 Geschichte](#)
- [4 Anwendung von Typografie](#)
- [5 Maßeinheiten](#)
- [6 Rechtsfragen](#)
- [7 Siehe auch](#)
- [8 Literatur](#)
- [9 Weblinks](#)
- [10 Einzelnachweise](#)

Mikrotypografie [\[Bearbeiten\]](#) [| Quelltext bearbeiten](#)]

Die **Mikrotypografie** oder **Detailtypografie** ist die Gestaltung folgender Feinheiten des Schriftsatzes:

- die [Schriftart](#), die [Kapitälchen](#) und [Ligaturen](#)
- die [Laufweite](#) (das sind die Buchstabenabstände und Zeichenabstände), die Wortabstände
- die orthotypografisch korrekte Zeichensetzung

190 characters



How to achieve harmonic measurements

- At least 16 px font-size for body text
- Big screen means bigger text
- The ideal line is around 60–80 characters long
- Longer lines need more line-height (~ 1.5)



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line-height & max-width adapted

myself: >Stop doing that and just relax for once!<. But it is hard and

penware of
JUSTIFIED
TEXT



5starts: Wo Ideen keimen

START-UPS • ELISABETH WODITSCHKA

20. FEBRUAR 2017

Seit einem Jahr hat Wien mit 5starts einen weiteren Start-up-Inkubator, frei übersetzt: einen Brutkasten für junge Geschäftsideen. In fünf Monaten wird dort aus einer Idee ein marktreifes Produkt.

29.500 Unternehmen wurden 2015 in Österreich gegründet. Jene, die der Kategorie Start-up angehören (die Wirtschaftskammer, die diese Zahl erhebt, weist Start-ups nicht gesondert aus) haben mit dem Inkubator 5starts seit einem Jahr im fünften Wiener Gemeindebezirk ein weiteres offizielles Starthilfeprogramm; rund 70 Prozent aller Start-ups in Österreich sind in Wien angesiedelt, die Standortwahl passt also. Ein Inkubator ist ein Brutkasten, in dem ein neues Business wächst – meist aus Leidenschaft für eine Idee; ein Gefühl, das grundsätzlich sowohl von Vor-, aber auch von Nachteil sein kann. Der Weg von einer Idee zu einem Produkt hat nämlich meist weniger mit der nahezu romantischen Nähe des Gründers zu seiner Idee zu tun. Viele sprechen dennoch von ihren „Babys“. In

JETZT DIE NEUE FORBES GEMÜTLICH NACH HAUSE BESTELLEN



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Das wissen vor allem die, die schon

This is a justified set paragraph. It can look nice and tidy from a distance but that does not mean that it's easier to read. The varying distances between words can be problematic because they create very irritating gaps. Wide columns work better, but it is hard to justify text well, especially on the web and on mobile. The narrow column tends to create a lot of these gaps making it harder to keep track of the line. Setting lines without justifying them is the only way to achieve the optimum space between letters and words.

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Justified text can create big gaps between words

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О Студии

Студия Ракета (Rocket Studio) основана в 2006 году, как рекламное агентство и со временем преобразовано в полноценную рекламную студию, имеющую большой практический опыт и высококвалифицированный штат специалистов. С 2012 года Студия входит в состав медиа-холдинга «Новая Столица» — крупнейшей рекламной группы на территории новой Москвы.



2006

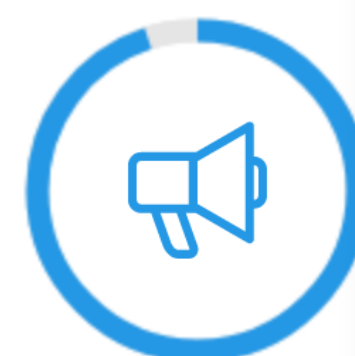
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СТУДИИ



465

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How to use justified text on the web

- Don't use justified text
- Never
- Nope, not even then



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things and say to
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`text-align: left`

DANGER!
FAKE
FONTS

Spot the Fake Font

Am I real or am I fake? Курсив или нет?

Am I real or am I fake? Курсив или нет?

✗ *Am I real or am I fake? Курсив или нет?*

✓ *Am I real or am I fake? Курсив или нет?*

a e f

a e f

✗ *Am I real or am I fake?*

✓ *Am I real or am I fake?*

✗ **Am I real or am I fake?**

✓ **Am I real or am I fake?**

✗ Excited him now natural saw *passage offices* you minuter. At by asked being court hopes. Farther so friends am to detract. Forbade **concern** do private be. Offending residence but men engrossed shy. Pretend am earnest offered arrived company so on. Felicity *informed* yet had admitted strictly how you. Raising say express had chiefly detract demands she.

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Text highlights work clearly better when the real fonts are used

{ Code Demo }

WITH FAKE BOLDING

WITHOUT FAKE BOLDING

WITH FAKE BOLDING

WITHOUT FAKE BOLDING

Beware of unintentional bolding added by the browser

4 июня 2018 ORF

Журналист ORF об интервью с Путиным: глава Кремля — очень искусный и непростой собеседник

Материал представлен в переводе ИноТВ[Короткая ссылка](#)

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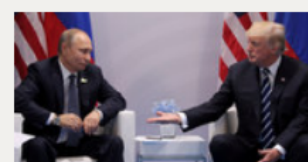
Популярное



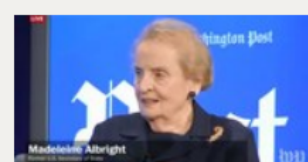
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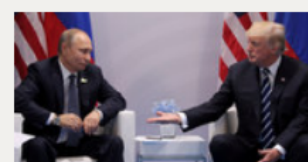
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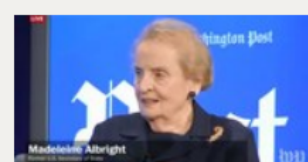
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Fake Italics



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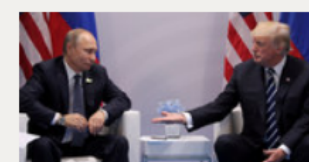
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Real bold font added

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The devil
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details



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"Right quotes are hard to find."

``They definitely are.``

<<I can only agree to that.>>

” ”

Double prime mark

id="nav"

ˆ ˆ

Accents

é ó à ì

<< >>

Angle Brackets

<html>

“Hello, Sir”

Curly quotes in English

„Guten Tag“

Curly quotes in German and Russian

«Привéт»

Guillemets in Russian

“Hello”

⌨ alt + 0147

🍏 ⌘ + /

</> “

⌨ alt + 0148

🍏 ⌘ + ⌥ + x

</> ”

„Guten Tag“

☐ alt + 0132

🍏 ⌘ + ⌥ + /

</> “

☐ alt + 0147

🍏 ⌘ + /

</> “

«Привéт»

☐ alt + 0171

🍏 ⌘ + ⇧ + =

</> &lquo;

☐ alt + 0187

🍏 ⌘ + =

</> »



Peter's phone

What's up?

Rock 'n' Roll

Peter's phone

Single prime mark

url('bg.png')

What's up?

Accents

á é í ó ú

Rock ‘n’ Roll

Left single quote

‘Hello’

Peter's phone

What's up?

Apostrophe

Rock 'n' Roll

That's good

⌘ alt + 0146

⌘ ⌥ + ⇧ + 3

</> ’

I think-or I hope-this is right.

I am – certainly – right.

Am I — maybe — a bit too much?

– Hyphen hy-phen-ated fine-tuned по-русски

— en dash I’m British – right? East–West 2009–2019

— em dash — Россия — великая страна!

Right— isn't it?

☐ alt + 0150

🍏 ⌘ + -

</> –

Россия—великая страна!

⌨ alt + 0151

🍏 ⌘ + ⏏ + -

</> —



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Great Again,
Together**

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The Work Begins!"**

- President Donald J. Trump

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Apostroph

’

Let's Make America
Great Again,
Together

Opening
curly quote

“

"The Movement Continues -
The Work Begins!"

en dash

—

- President Donald J. Trump

—

en dash

”

Closing
curly quote



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W
th

Punctuation marks corrected

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ese

How you can save Web Typography

1. Choose a boring text typeface
2. Set your text in 16 px upwards
3. Never ever use justified text
4. Load the fonts and styles you need
5. Care about punctuation marks

Now go
and save
those letters!

Slides zeichenschatz.net/speaker

 [glyphe](https://twitter.com/glyphe)  codepen.io/glyphe