

# Implementing Web Fonts

performance & progressive enhancement

# First rule of Fight Club (& web design)

# First rule of Fight Club (& web design)

- **Don't**
- **Block**
- **Page**
- **Render**

# First rule of Fight Club (& web design)

- **Don't**
- **Block**
- **Page**
- **Render**

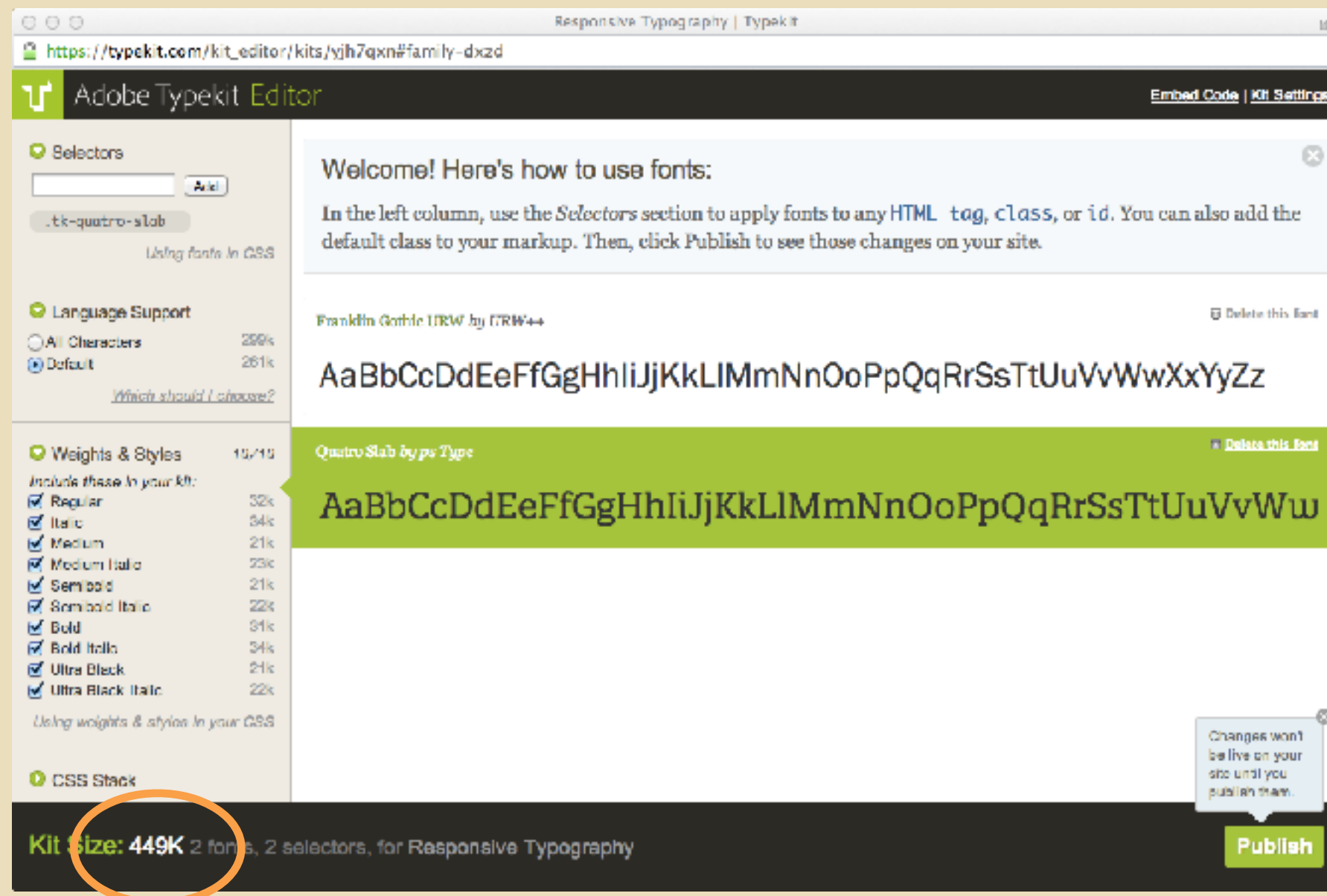
53%

of all users will leave in

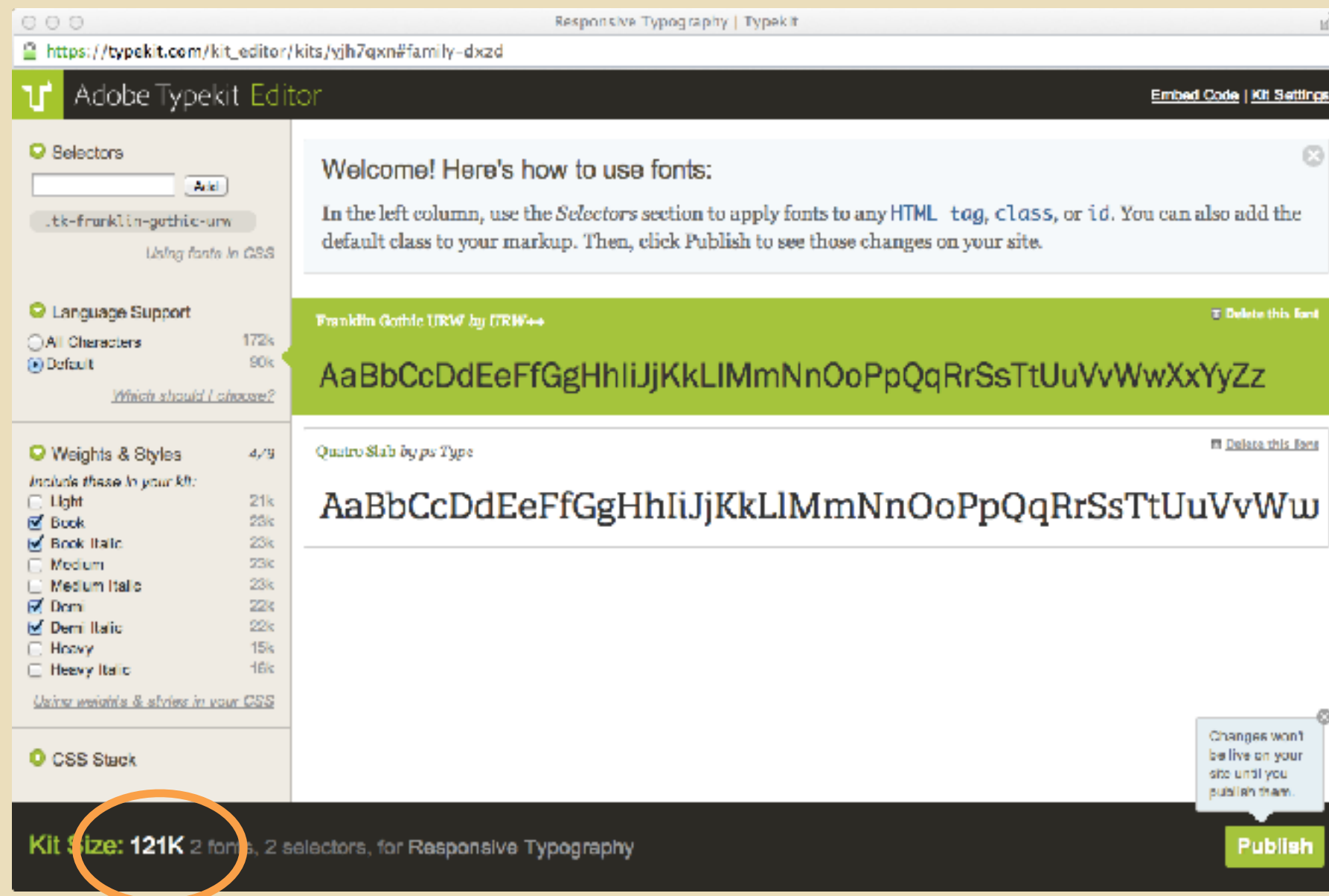
3s

**Design is making a choice**

# Design is making a choice



# Design is making a choice



# Design is making a choice

The image shows a side-by-side comparison of two web interfaces for font management. On the left is the Adobe Typekit Editor, and on the right is the Google Fonts interface.

**Adobe Typekit Editor (Left):**

- Header: Responsive Typography | Typekit
- URL: [https://typekit.com/kit\\_editor/kits/vjh7qxn#family-dxzd](https://typekit.com/kit_editor/kits/vjh7qxn#family-dxzd)
- Left Sidebar:
  - Selectors:** Includes a search bar and a list of selectors. One selector, ".tk-franklin-gothic-urn", is highlighted.
  - Language Support:** Options for "All Characters" (172k) and "Default" (90k). "Default" is selected.
  - Weights & Styles:** A list of font weights and styles with their respective sizes. "Book Italic" is selected.
  - CSS Stack:** A section for managing CSS.
- Main Content Area:
  - Top: "Welcome! Here's how to use font..."
  - Below: "Franklin Gothic URW by URW++" with a sample text "AaBbCcDdEeFfGgHhIiJjKl".
  - Below: "Quattro Slab by ps Type" with a sample text "AaBbCcDdEeFfGgHhIi".
- Bottom Bar: "Kit Size: 121K 2 fonts, 2 selectors, for Responsive Typography". The "121K" is circled in orange.

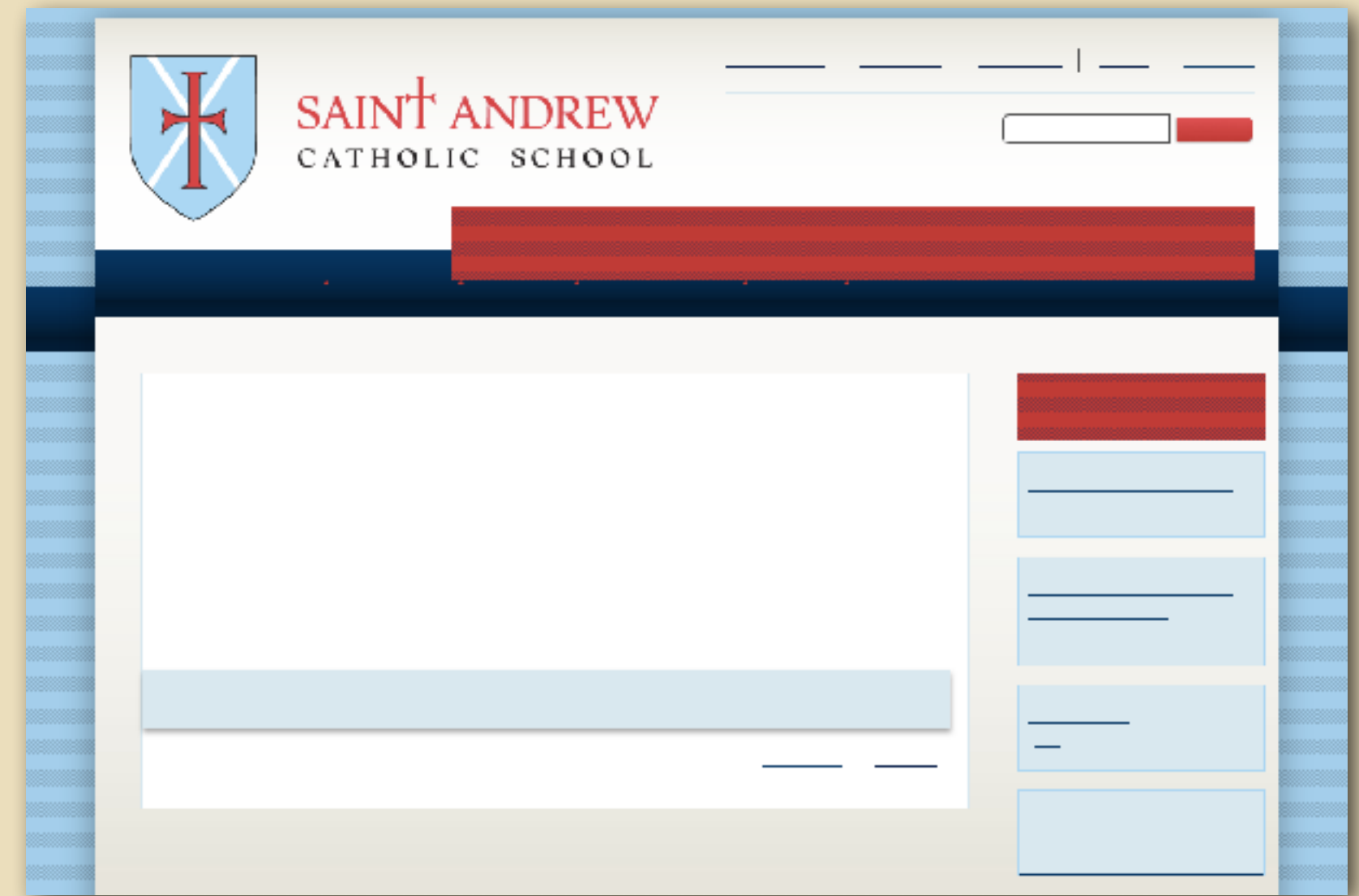
**Google Fonts (Right):**

- Header: Google Fonts. Links: More scripts, About, Analytics, New to Google Fonts?
- Section: "1. Choose the styles you want:"
- Font Families and Styles:
  - Playfair Display:** Normal 400, Normal 400 Italic, Bold 700, Bold 700 Italic, Ultra-Bold 900, Ultra-Bold 900 Italic.
  - Merriweather:** Light 300, Light 300 Italic, Normal 400, Normal 400 Italic, Bold 700, Bold 700 Italic, Ultra-Bold 900, Ultra-Bold 900 Italic.
- Preview Text: "Grumpy wizards make toxic brew for the evil Queen and Jack." is shown in various styles.
- Page Load Gauge: A circular gauge labeled "Page Load" with a needle pointing to 244.
- Tip: "Impact on page load time. Tip: Using many font styles can slow down your webpage, so only select the font styles that you actually need on your webpage."
- Bottom Bar: "Collection (2 font families)" and buttons: Choose, Review, Use.

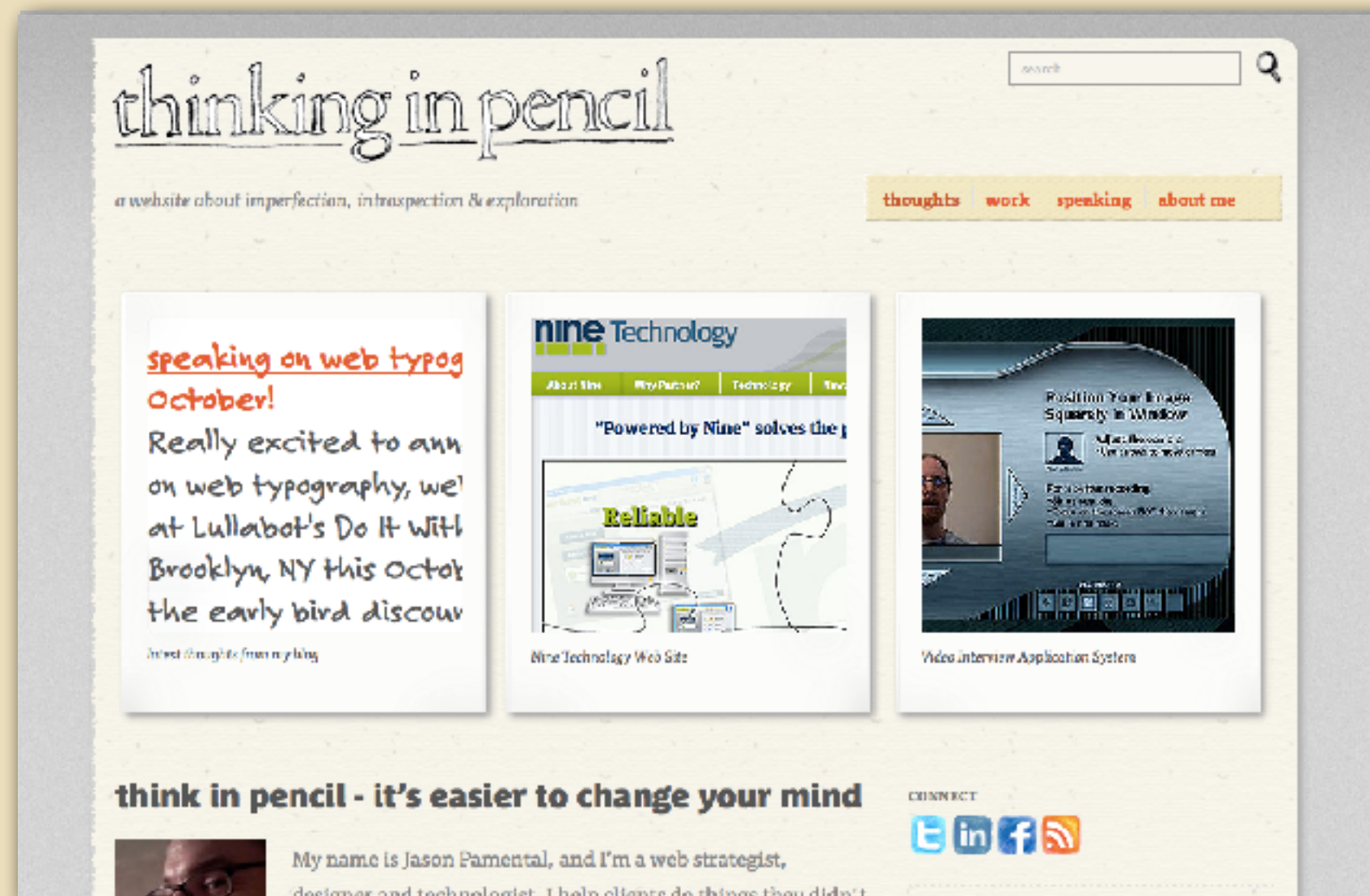


# Remember this?

# Remember this?



# Remember this?



```
<script src="js/vendor/fontfaceobserver.js"></script>
<script type="text/javascript">
    (function() {
        document.documentElement.className += " wf-inactive";

        // Optimization for Repeat Views
        if( sessionStorage.foutFontsLoaded ) {
            document.documentElement.classList.remove("wf-inactive");
            document.documentElement.classList.add("wf-active");
            return;
        }

        var fontA = new FontFaceObserver("Amstelvar 1.1 VF", {
            });

        Promise.all([fontA.load()]).then(function () {
            document.documentElement.classList.remove("wf-inactive");
            document.documentElement.classList.add("wf-active");

            // Optimization for Repeat Views
            sessionStorage.foutFontsLoaded = true;
        });
    })();
</script>
```

h1 {

}



```
h1 {  
    font-family: 'Amstelvar 1.1 VF', Georgia, serif;  
    font-weight: 563;  
    font-stretch: 491;  
    font-variation-settings: 'wght' 563, 'wdth' 491, 'opsz' 16;  
}
```

```
h1 {  
    font-family: 'Amstelvar 1.1 VF', Georgia, serif;  
    font-weight: 563;  
    font-stretch: 491;  
    font-variation-settings: 'wght' 563, 'wdth' 491, 'opsz' 16;  
}  
  
.wf-inactive h1 {  
    font-family: Georgia, serif;  
    font-weight: bold;  
    font-stretch: normal;  
    letter-spacing: 1px;  
}
```

# Progressively enhance



# Progressively enhance

- Support for @font-face is more likely than JS

# Progressively enhance

- Support for @font-face is more likely than JS
- Better stance: tune for loading process

# Progressively enhance

- Support for @font-face is more likely than JS
- Better stance: tune for loading process
- This helps address devices with no @font-face support too!

# Progressively enhance

- Support for @font-face is more likely than JS
- Better stance: tune for loading process
- This helps address devices with no @font-face support too!
- Works without requiring JS, but gets better when it's there

**Proportion: one size  
won't rule them all**

# Proportion: a measure of improvement

# Proportion: a measure of improvement

- Stuck a nerve in the web community

		1							
		1.25							
DESKTOP		$H_1$				$H_2$			
		3	1.05	2.25	1.25	1.75	1.25	1.75	1.25
MOBILE		$H_1$				$H_2$			
		2	1.25	1.625	1.15384615	1.375	1.13333333	1.125	1.125

# Proportion: a measure of improvement

- Stuck a nerve in the web community
- Showed a gap in RWD thinking & approach

		1	1.25				
DESKTOP	$H_1$	3	1.05	2.25	1.25	1.75	1.25
MOBILE	$H_1$	2	1.25	1.625	1.15384615	1.375	1.13333333



# Proportion: a measure of improvement

- Stuck a nerve in the web community
- Showed a gap in RWD thinking & approach
- Changed the whole focus of my book

[illegible]

# Proportion, illustrated

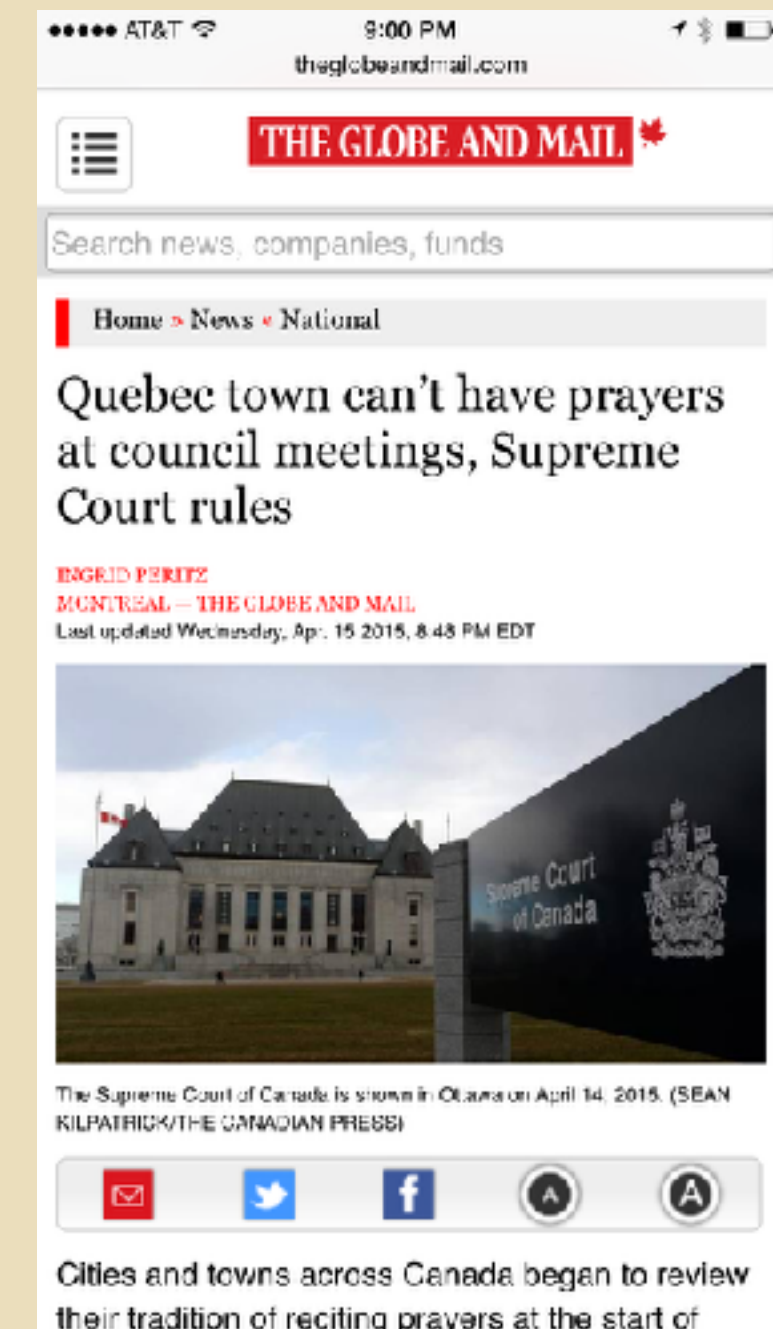
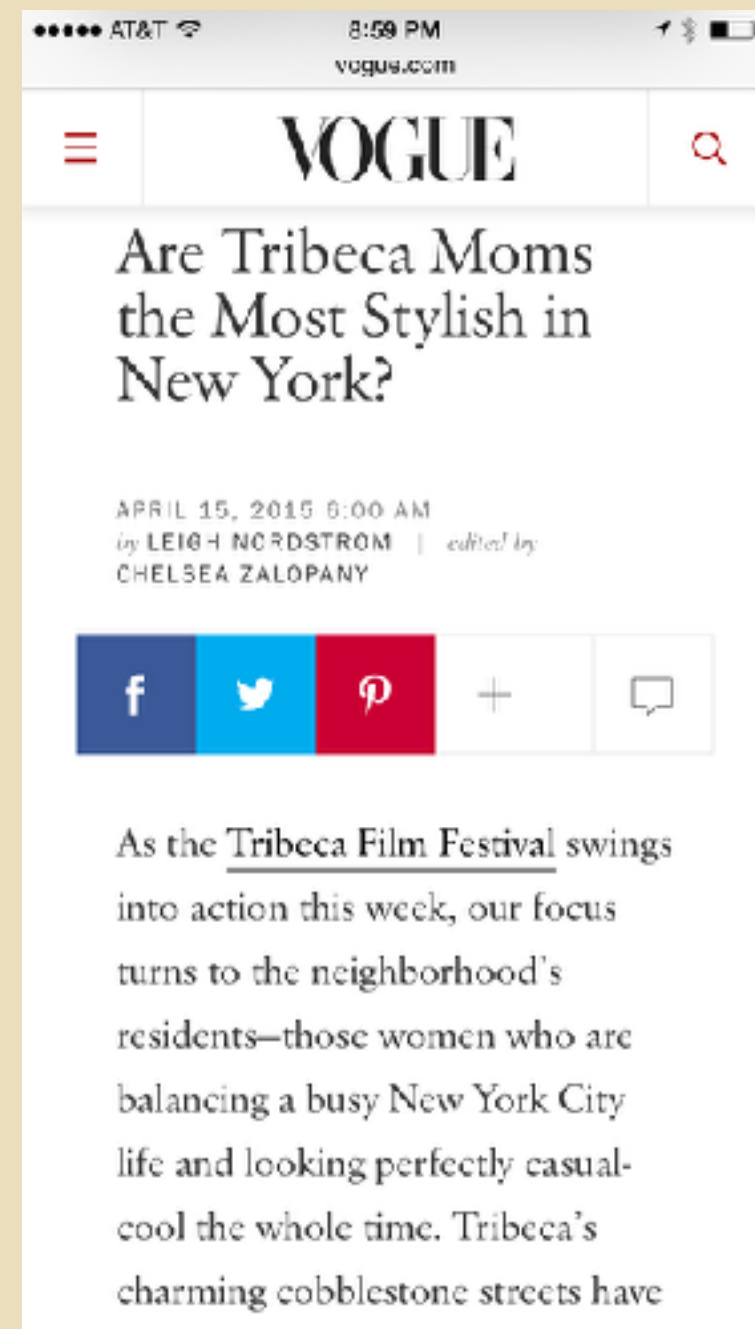
# Proportion, illustrated



# Proportion, illustrated



# Proportion, illustrated



# Proportion, Improved

# Proportion, Improved

## Moby's Trip

### A Whale of a Tale

In the Propontis, as far as I can learn, none of that peculiar substance called BRIT is to be found, the allment of the right whale. But I have every reason to believe that the food of the sperm whale—squid or cuttle-fish—lurks at the bottom of that sea, because large creatures, but by no means the largest of that sort, have been found at its surface. If, then, you properly put these statements together, and reason upon them a bit, you will clearly perceive that, according to all human reasoning, Procopius's sea-monster, that for half a century stove the ships of a Roman Emperor, must in all probability have been a sperm whale.

### So The Tale Continues

Though, consumed with the hot fire of his purpose, Ahab in all his thoughts and actions ever had in view the ultimate capture of Moby Dick; though he seemed ready to sacrifice all mortal interests to that one passion; nevertheless it may have been that he was by nature and long habituation far too wedded to a fiery whaleman's ways, altogether to abandon the collateral prosecution of the voyage. Or at least if this were otherwise, there were not wanting other motives much more influential with him. It would be refining too much, perhaps, even considering his monomania, to hint that his vindictiveness towards the White Whale might have possibly extended itself in some degree to all sperm whales, and that the more monsters he slew by so much the more he multiplied the chances that each subsequently encountered whale would prove to be the hated one he hunted. But if such an hypothesis be indeed exceptionable, there were still additional considerations which, though not so strictly according with



# Proportion, Improved





# Proportion, Improved



# A More Modern Scale

	Print	Desktop (large)	Desktop	Tablet (large)	Tablet (small)	Phone
<b>Body</b> - Font size: - Line height: - Line length:	- 12pt - 1.25 - 60-75	- 16px (1em) - 1.375 - 60-75	- 16px (1em) - 1.375 - 60-75	- 16px (1em) - 1.375 - 60-75	- 16px (1em) - 1.25 - 60-75	- 16px (1em) - 1.375 - 60-75
<b>H1</b> - Font size: - Line height:	- 36pt (3em) - 1.25	- 48px (3em) - 1.05	- 48px (3em) - 1.05	- 40px (2.5em) - 1.125	- 32px (2em) - 1.25	- 32px (2em) - 1.25
<b>H2</b> - Font size: - Line height:	- 24pt (2em) - 1.25	- 36px (2.25em) - 1.25	- 36px (2.25em) - 1.25	- 32px (2em) - 1.25	- 26px (1.625em) - 1.15384615	- 26px (1.625em) - 1.15384615
<b>H3</b> - Font size: - Line height:	- 18pt (1.5em) - 1.25	- 28px (1.75em) - 1.25	- 28px (1.75em) - 1.25	- 24px (1.5em) - 1.25	- 22px (1.375em) - 1.13636364	- 22px (1.375em) - 1.13636364
<b>H4</b> - Font size: - Line height:	- 14pt (1.667em) - 1.25	- 18px (1.125em) - 1.25	- 18px (1.125em) - 1.25	- 18px (1.125em) - 1.222222	- 18px (1.125em) - 1.111111	- 18px (1.125em) - 1.111111
<b>Blockquote</b> - Font size: - Line height:	- 24pt (2em) - 1.458333	- 24px (1.5em) - 1.458333	- 24px (1.5em) - 1.458333	- 24px (1.5em) - 1.458333	- 20px (1.25em) - 1.25	- 20px (1.25em) - 1.25

# Preserve Meaning, Not Pixel Size

- Design is about **communicating ideas & influencing behavior**
- Use scale as a starting point & tweak for specific typefaces & usage scenarios
- Much like the grid: this is not religion, it's just a start

**Time to code!**