

Responsive Typography

what it is & why it's important

Responsive Typography: Four Simple Steps

Responsive Typography: Four Simple Steps

- **Performance: select fonts with care, load what you need & don't block the page render**

Responsive Typography: Four Simple Steps

- **Performance:** select fonts with **care**, load what you need & **don't** block the page render
- **Progressive:** plan for failure, tune up the **loading** process & fallback fonts to minimize **FOUT**

Responsive Typography: Four Simple Steps

- **Performance:** select fonts with **care**, load what you need & **don't** block the page render
- **Progressive:** plan for failure, tune up the **loading** process & fallback fonts to minimize **FOUT**
- **Proportion:** small screens demand **subtle scale**

Responsive Typography: Four Simple Steps

- **Performance:** select fonts with **care**, load what you need & **don't** block the page render
- **Progressive:** plan for failure, tune up the **loading** process & fallback fonts to minimize **FOUT**
- **Proportion:** small screens demand **subtle scale**
- **Polish:** Design **IS** the details: **OpenType** & then some

Performance

Performance Matters

Performance Matters

- Great typography isn't 'I used all of them'

Performance Matters

- Great typography isn't 'I used all of them'
- Load only what you need

Trade Gothic Next LT Pro **Bold**

Performance Matters

- Great typography isn't 'I used all of them'
- Load only what you need

Trade Gothic Next LT Pro **Bold**

this is a typeface

Performance Matters

- Great typography isn't 'I used all of them'
- Load only what you need

Trade Gothic Next LT Pro **Bold**

this is a typeface

this is a font

Performance Matters

- Great typography isn't 'I used all of them'
- Load only what you need

Trade Gothic Next LT Pro **Bold**

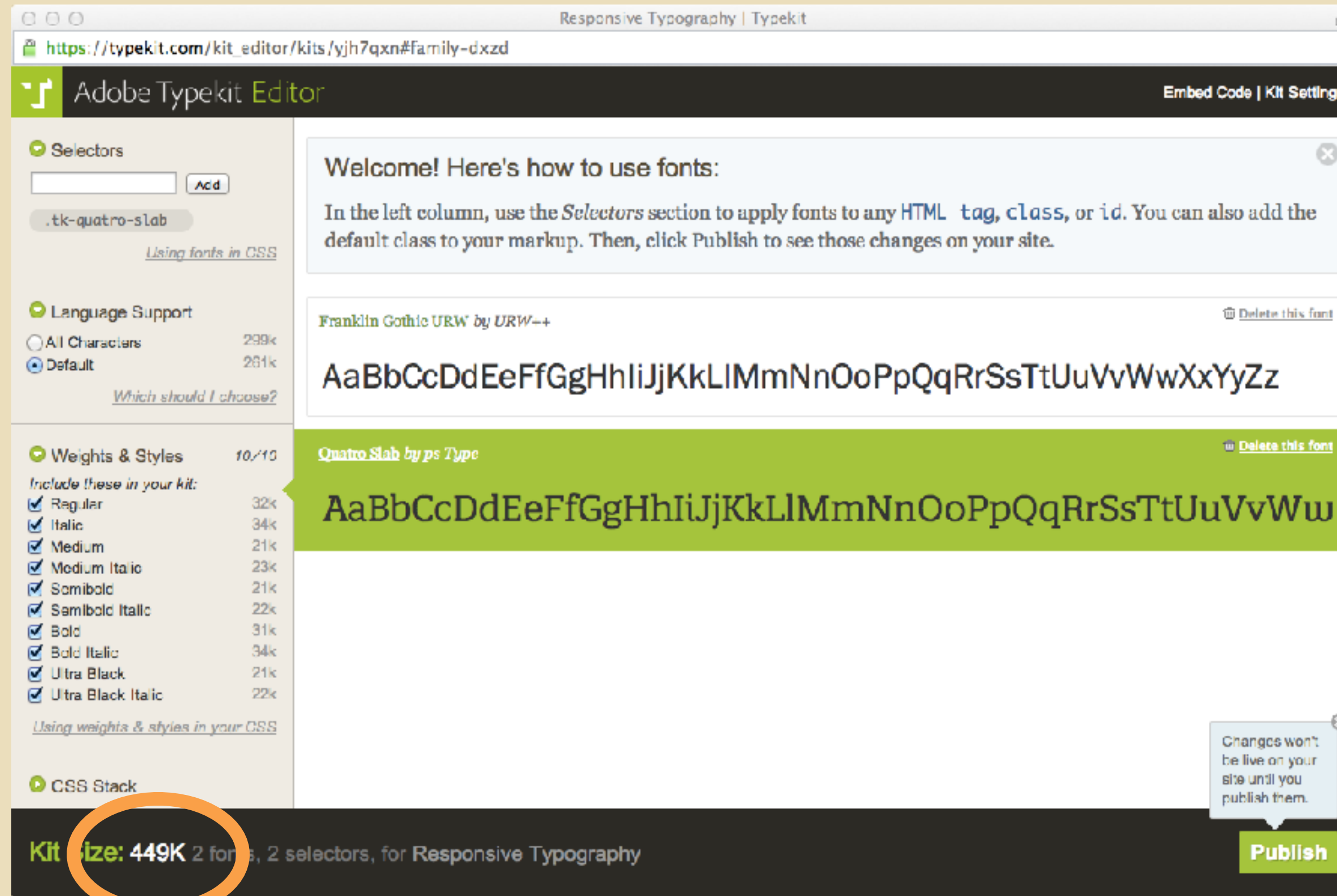
this is a typeface

this is a font

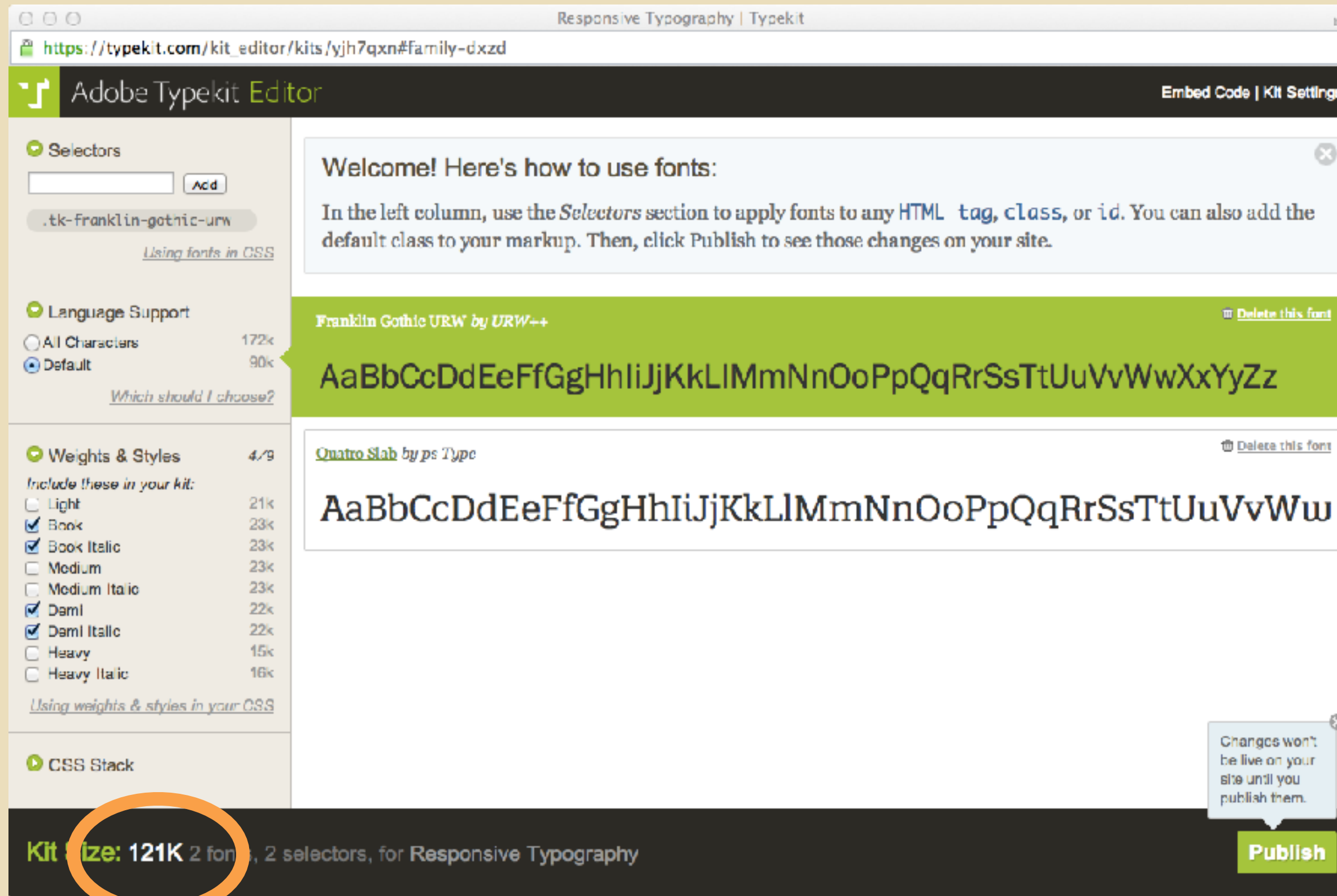
- Each font has a performance cost, so budget wisely

Performance Matters

Performance Matters



Performance Matters



Progressive Enhancement

Progressive Performance

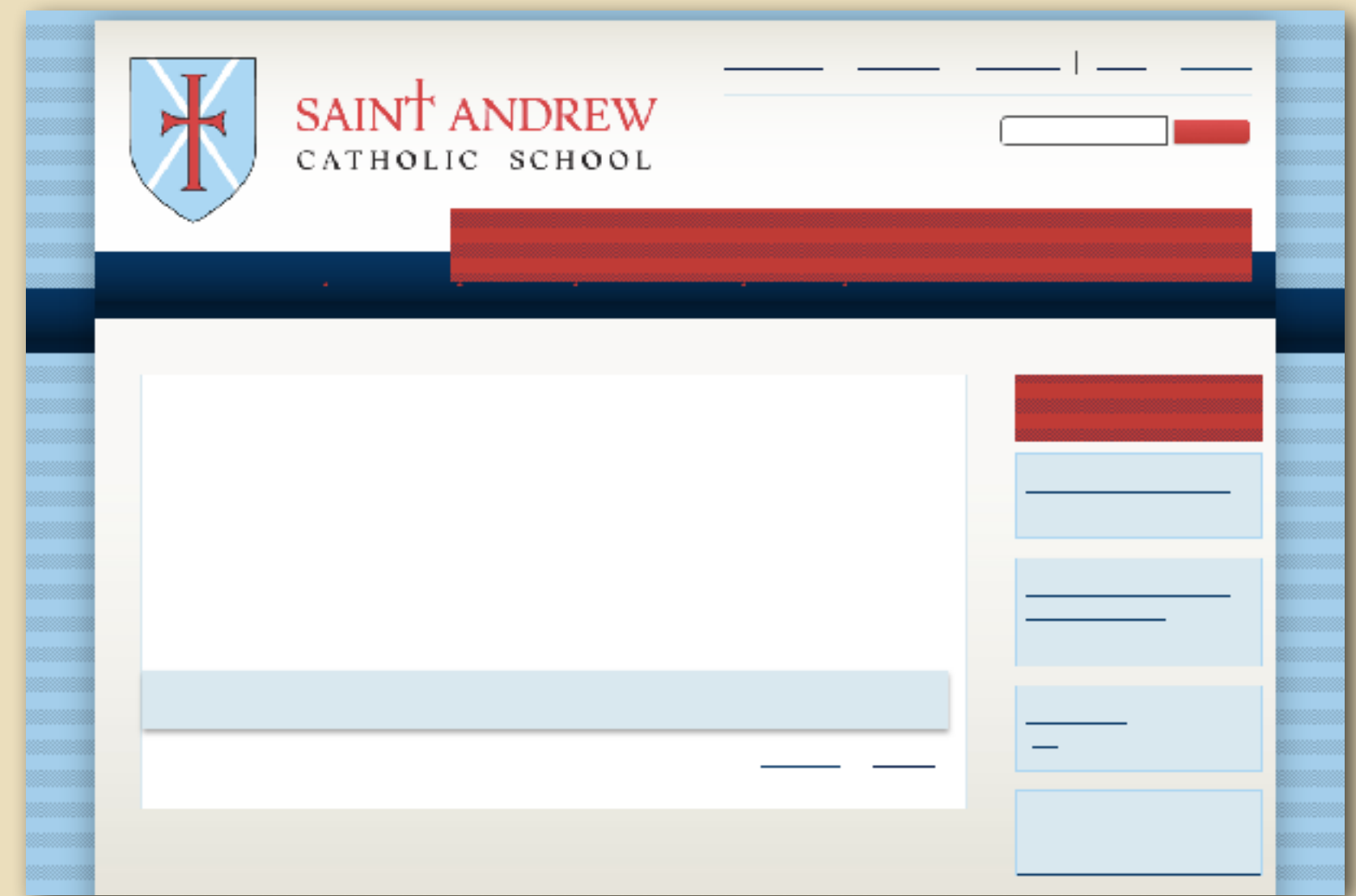
```
<link rel="stylesheet" href="css/webfonts.css">
<script type="text/javascript">
  (function() {
    document.documentElement.className += " wf-inactive";
    // Optimization for Repeat Views
    if( sessionStorage.foutFontsLoaded ) {
      document.documentElement.classList.remove("wf-inactive");
      document.documentElement.classList.add("wf-active");
      return;
    }
    var fontA = new FontFaceObserver('Roslindale VF', {
      weight: 400,
      style: 'normal'
    });
    var fontB = new FontFaceObserver('FF Meta VF', {
      weight: 400,
      style: 'normal'
    });
    Promise.all([fontA.load(), fontB.load()]).then(function () {
      document.documentElement.classList.remove("wf-inactive");
      document.documentElement.classList.add("wf-active");
      // Optimization for Repeat Views
      sessionStorage.foutFontsLoaded = true;
    });
  })();
</script>
```

Backwards Compatible, Future Friendly

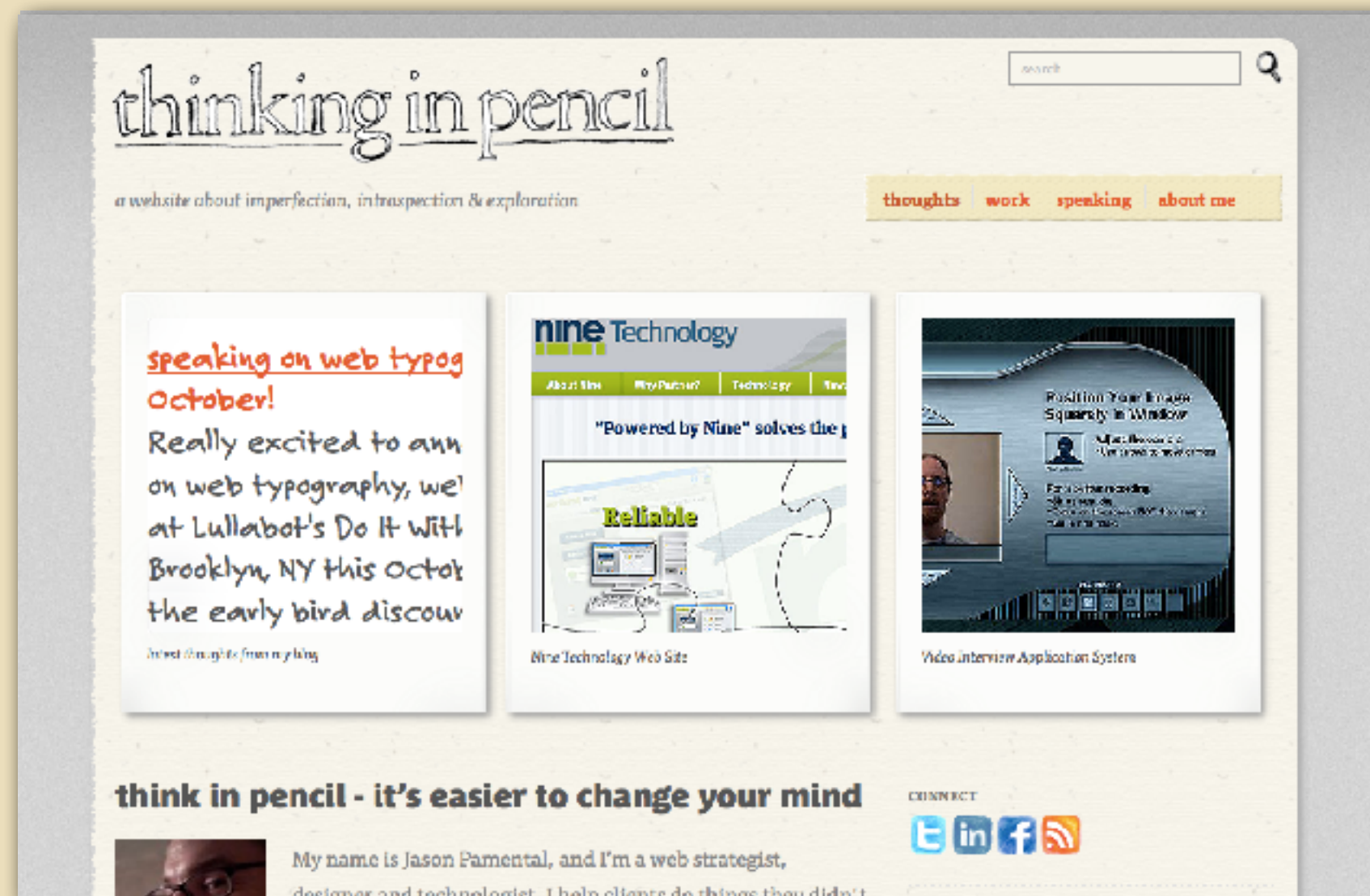
```
<link rel="stylesheet" href="css/webfonts.css">
```

FOUT is OUR fault

FOUT is OUR fault



FOUT is OUR fault



FOUT is OUR fault

FOUT is OUR fault

- Use these: **`.wf-inactive`** / **`.wf-active`**

FOUT is OUR fault

- Use these: `.wf-inactive` / `.wf-active`
- This CSS results in a blank screen during load:

```
body { font-family: "Trade Gothic", helvetica, arial; }
```

FOUT is OUR fault

- Use these: `.wf-inactive` / `.wf-active`

- This CSS results in a blank screen during load:

```
body { font-family: "Trade Gothic", helvetica, arial; }
```

- Add this & give them content, then fonts:

```
.wf-inactive body { font-family: helvetica, arial; }
```

FOUT is OUR fault

- Use these: **.wf-inactive** / **.wf-active**

- This CSS results in a blank screen during load:

```
body { font-family: "Trade Gothic", helvetica, arial; }
```

- Add this & give them content, then fonts:

```
.wf-inactive body { font-family: helvetica, arial; }
```

- Adjust **font-size**, **line-height**, **letter-spacing** to avoid jumpiness

FOUT is OUR fault

- Use these: **.wf-inactive** / **.wf-active**
- This CSS results in a blank screen during load:

```
body { font-family: "Trade Gothic", helvetica, arial; }
```
- Add this & give them content, then fonts:

```
.wf-inactive body { font-family: helvetica, arial; }
```
- Adjust **font-size**, **line-height**, **letter-spacing** to avoid jumpiness
- Making it easy since **2010**

Progressively Enhance

Progressively Enhance



Web fonts loaded

Progressively Enhance



No web fonts, uncorrected

Progressively Enhance



No web fonts, corrected

Progressively Enhance



Web fonts loaded

Proportion

Proportion: one size won't do

Proportion: one size won't do

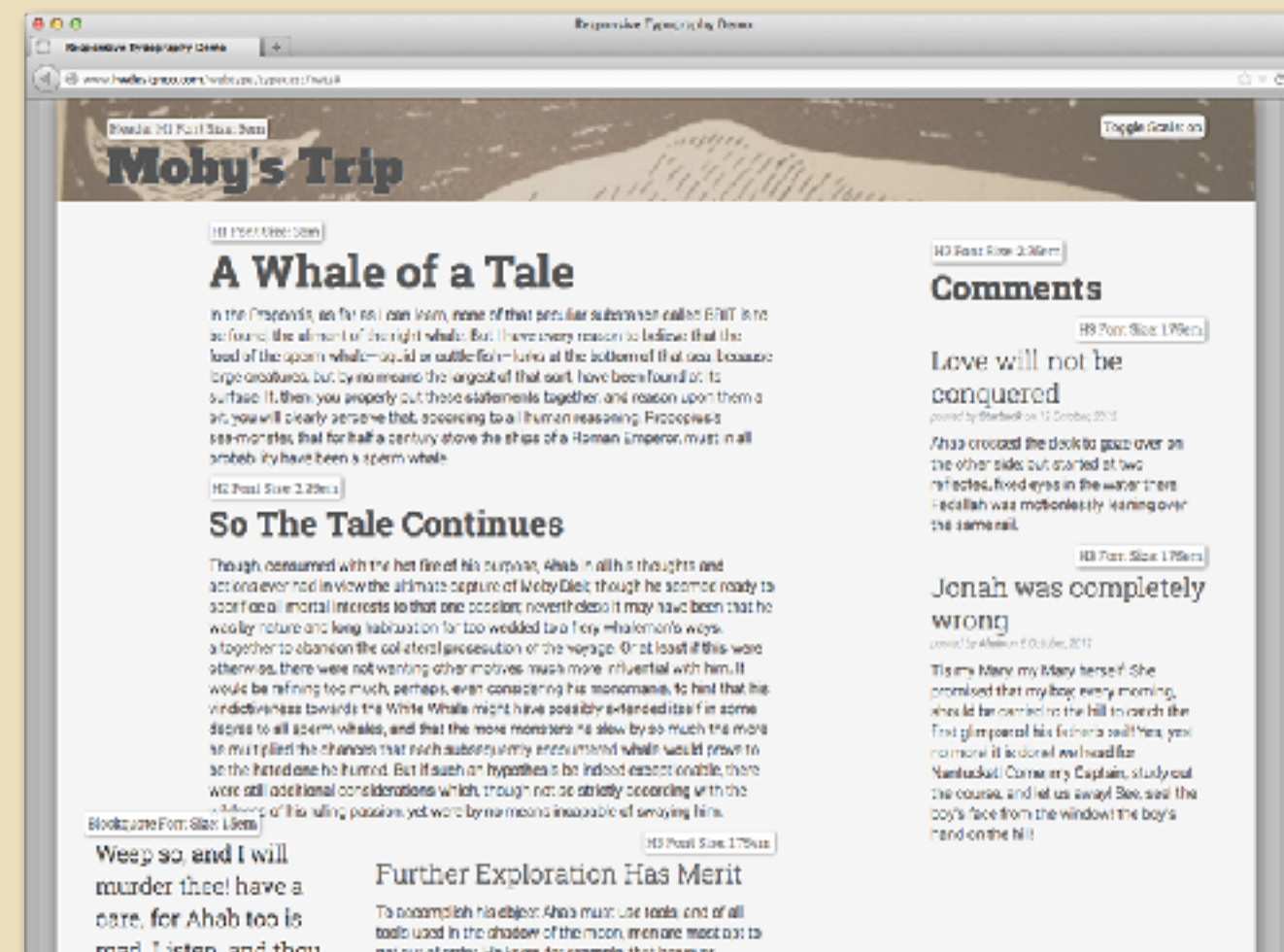
DESKTOP	1	1.25				
	H₁	H₂	H₃	H₄		
	3	1.05	2.25	1.25	1.75	1.25
					1.75	1.5
MOBILE						
	H₁	H₂	H₃	H₄		
	2	1.25	1.625	1.15384615	1.375	1.13636364
					1.125	

Desktop geese & handheld gander

<http://bit.ly/jprwt>

Desktop geese & handheld gander

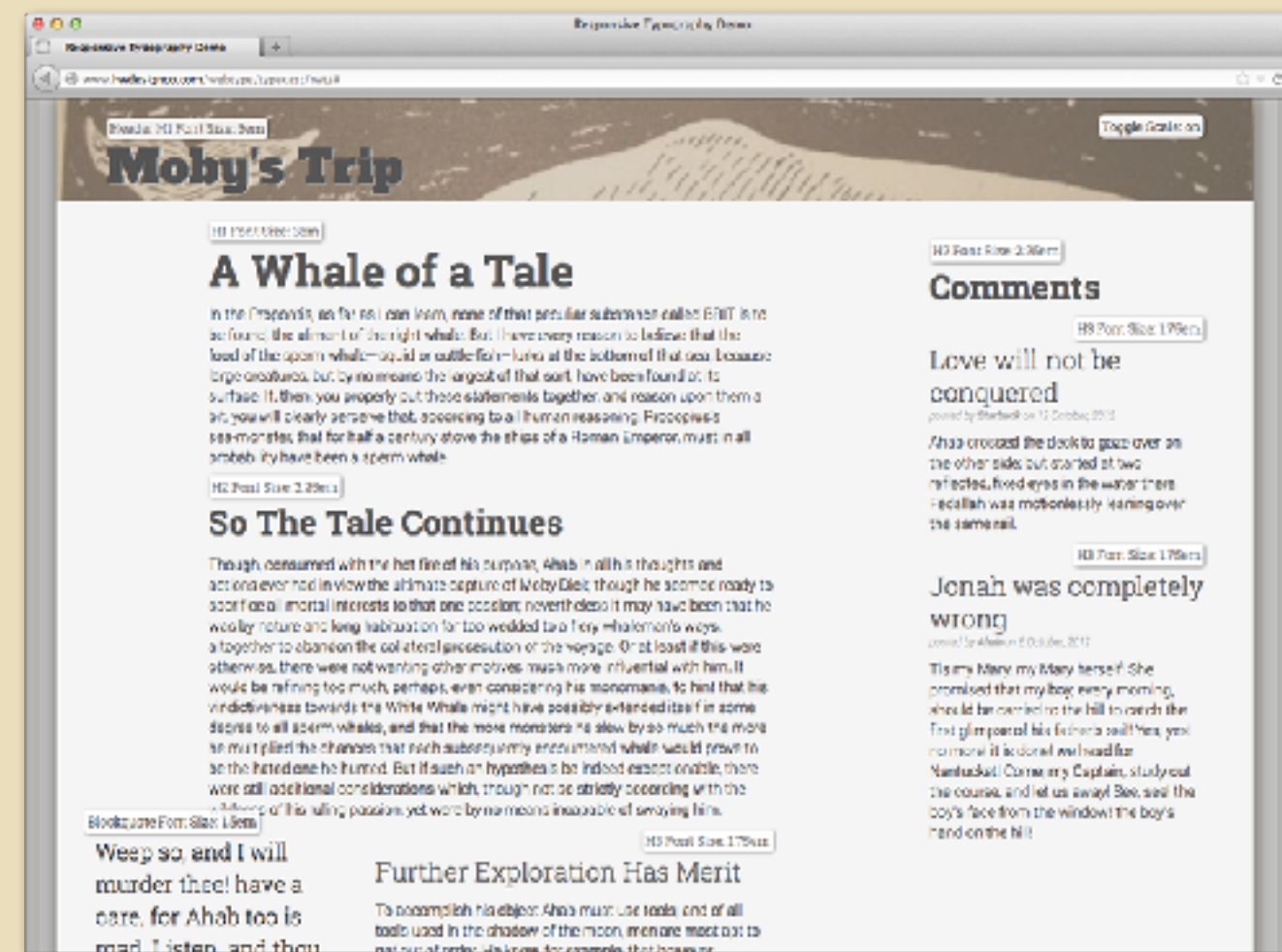
- Small canvas requires subtle proportions



<http://bit.ly/jprwt>

Desktop geese & handheld gander

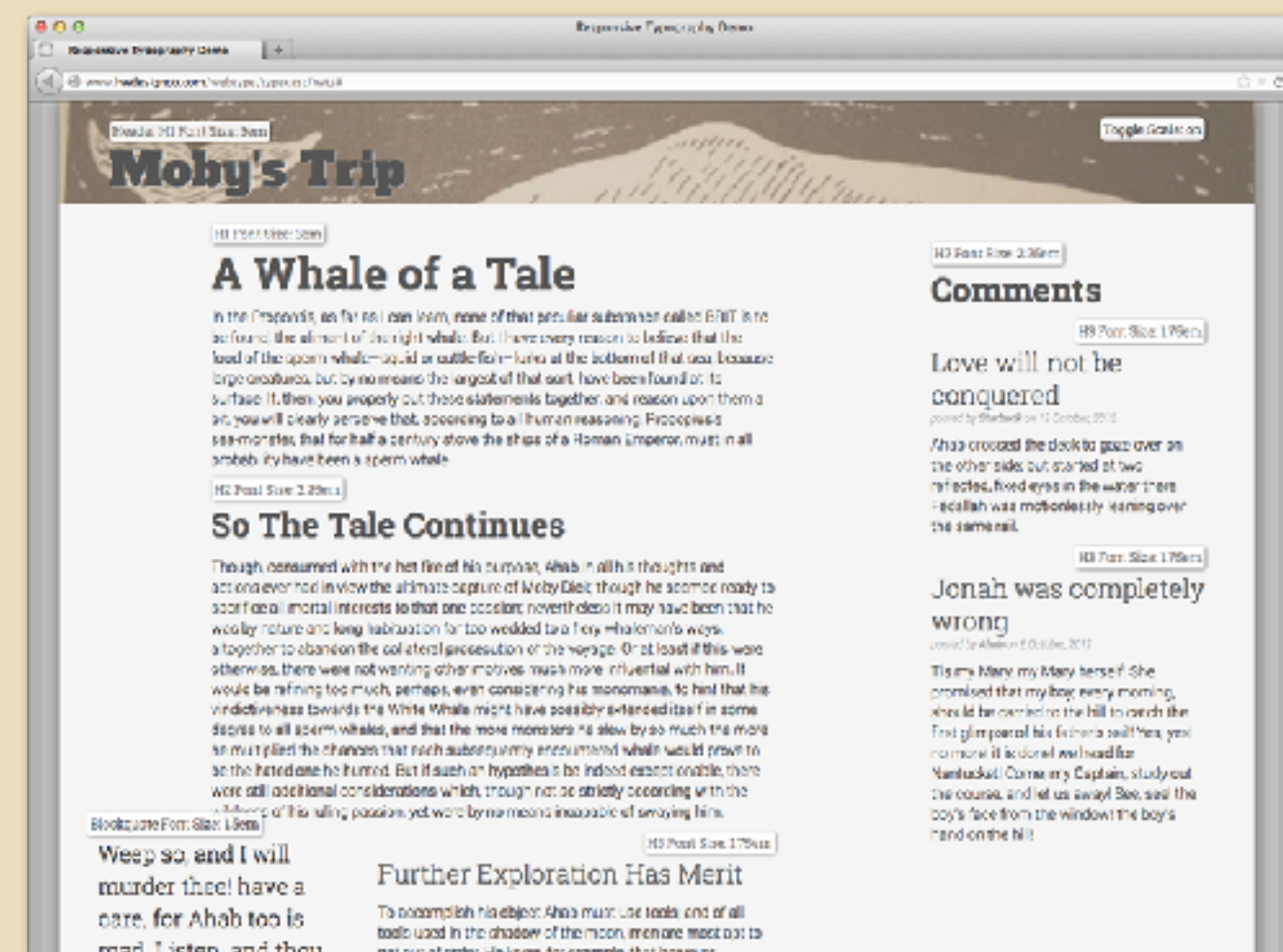
- Small canvas requires subtle proportions
- What works in print... works in print



<http://bit.ly/jprwt>

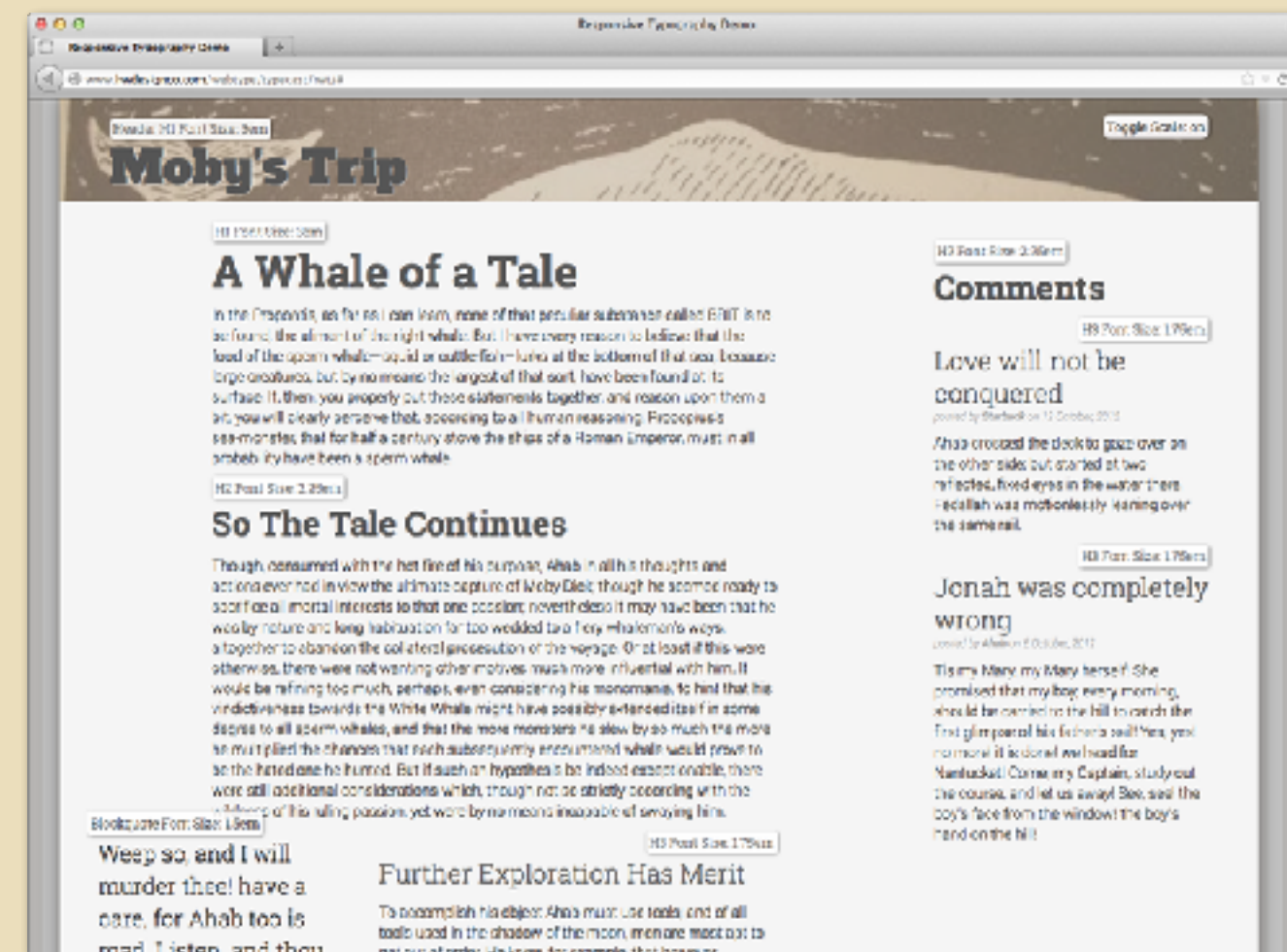
Desktop geese & handheld gander

- Small canvas requires subtle proportions
- What works in print... works in print
- Robert Bringhurst matters, but scale must adapt



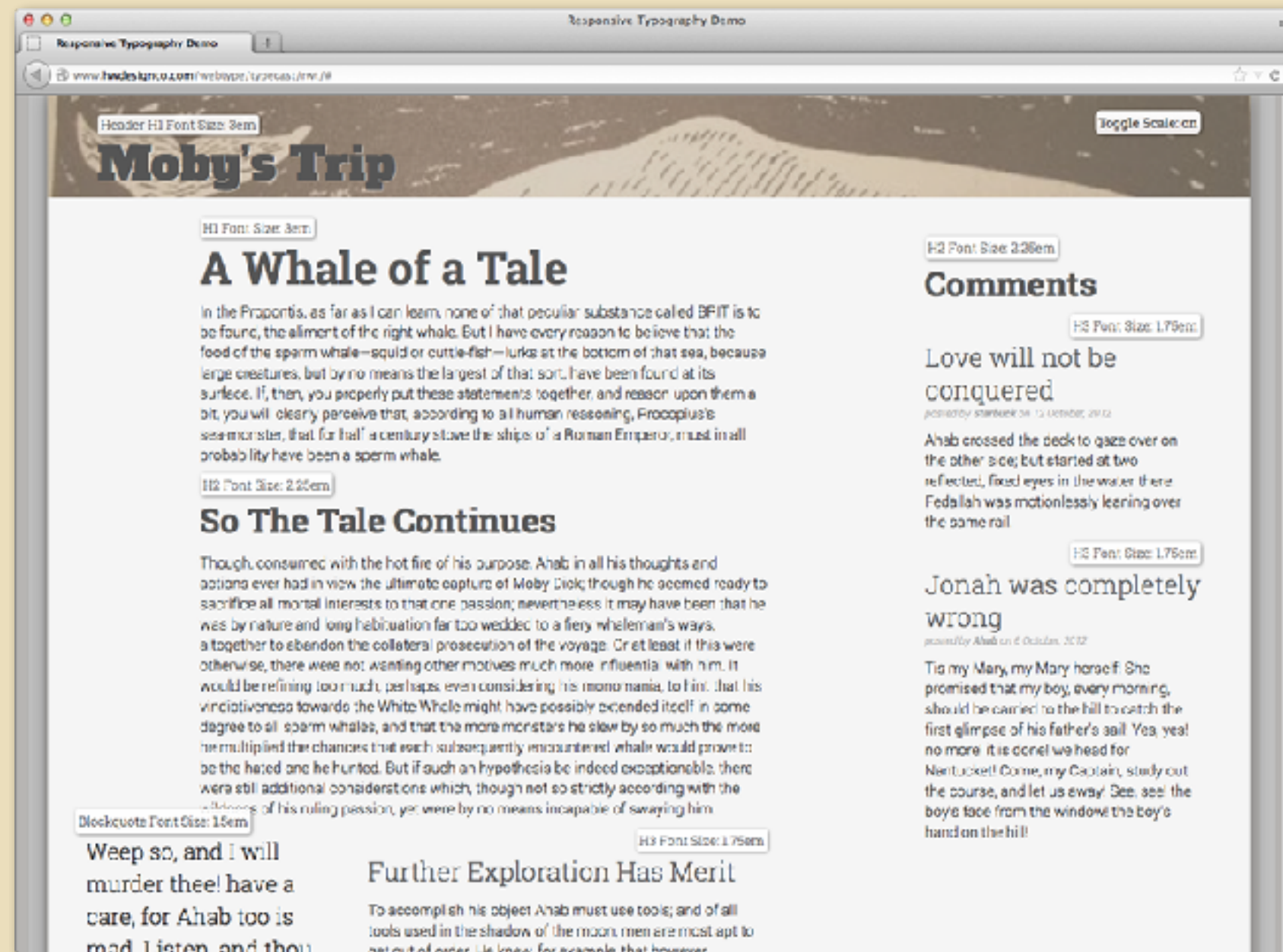
<http://bit.ly/jprwt>

For example...



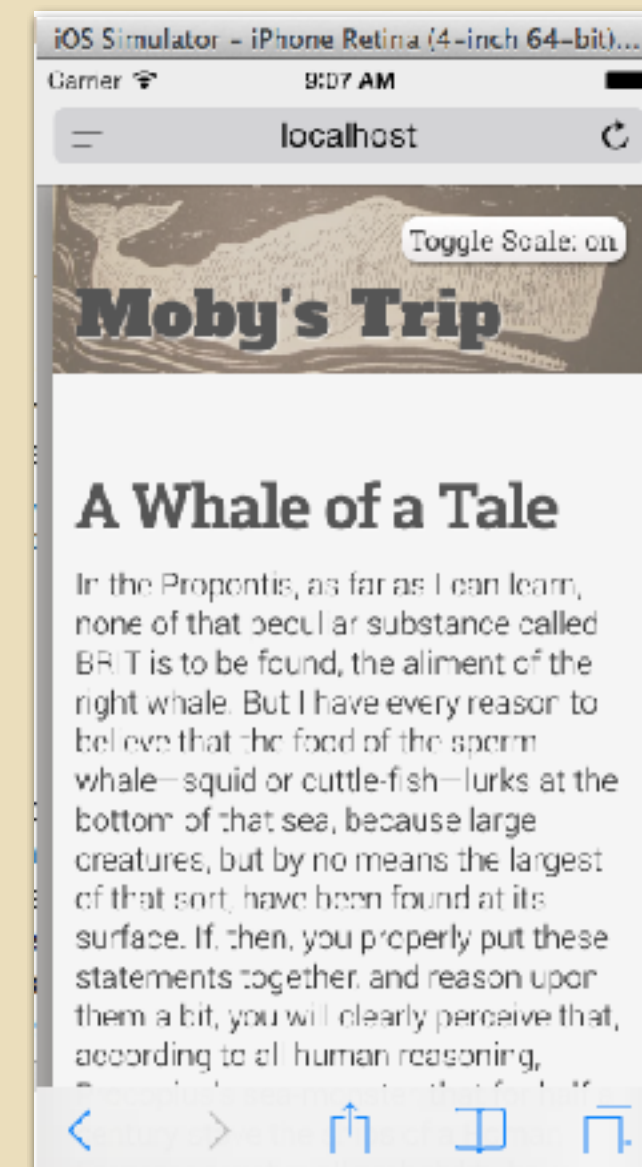
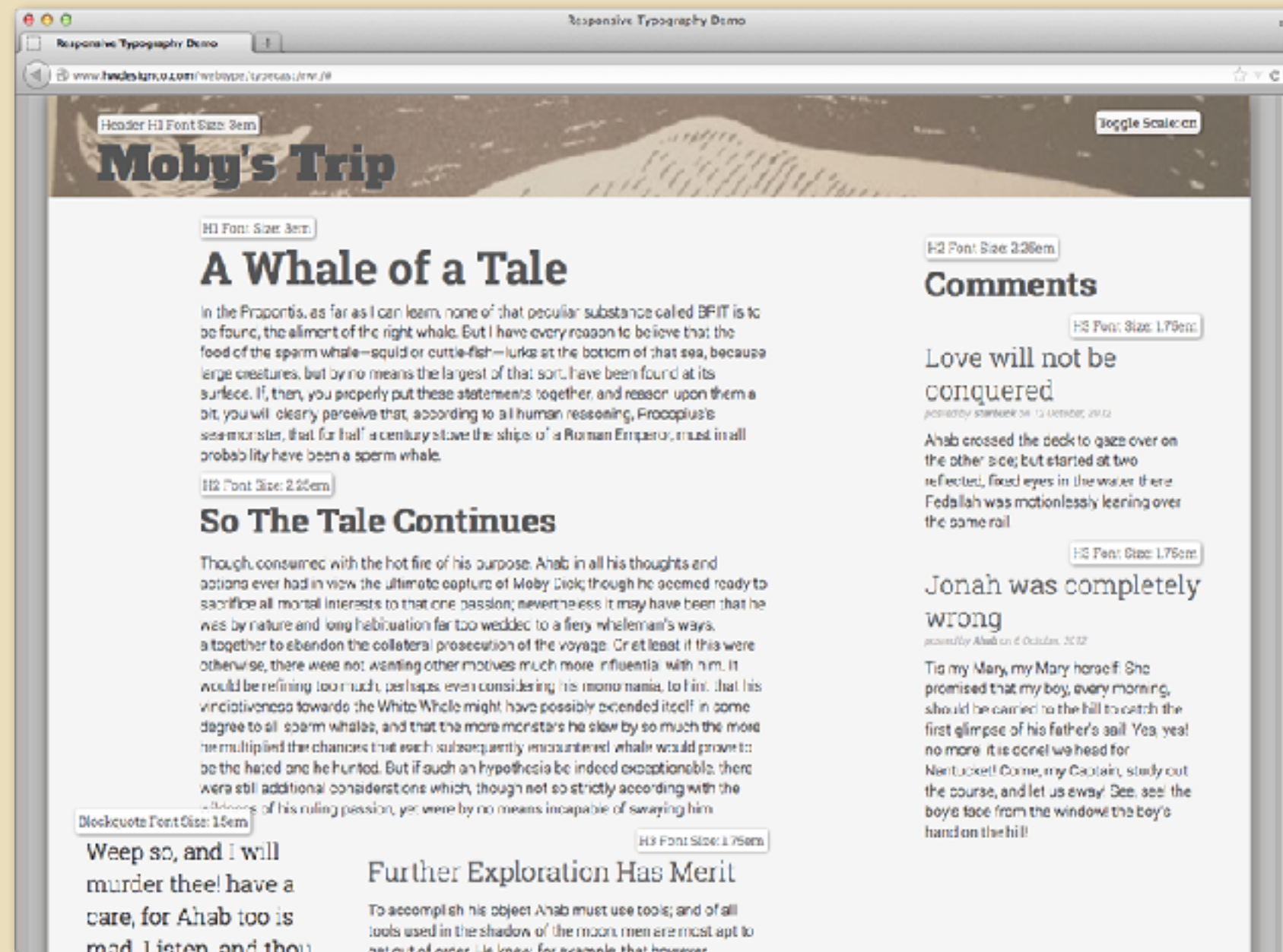
<http://bit.ly/jprwt>

For example...



<http://bit.ly/jprwt>

For example...



<http://bit.ly/jprwt>

A More Modern Scale

<http://bit.ly/jprwt>

A More Modern Scale

	Print	Desktop (large)	Desktop	Tablet (large)	Tablet (small)	Phone
Body <ul style="list-style-type: none">• Font size:• Line height:• Line length:	<ul style="list-style-type: none">• 12pt• 1.25• 60-75	<ul style="list-style-type: none">• 16px (1em)• 1.375• 60-75	<ul style="list-style-type: none">• 16px (1em)• 1.375• 60-75	<ul style="list-style-type: none">• 16px (1em)• 1.375• 60-75	<ul style="list-style-type: none">• 16px (1em)• 1.25• 60-75	<ul style="list-style-type: none">• 16px (1em)• 1.25• 35-40
H1 <ul style="list-style-type: none">• Font size:• Line height:	<ul style="list-style-type: none">• 36pt (3em)• 1.25	<ul style="list-style-type: none">• 48px (3em)• 1.05	<ul style="list-style-type: none">• 48px (3em)• 1.05	<ul style="list-style-type: none">• 40px (2.5em)• 1.125	<ul style="list-style-type: none">• 32px (2em)• 1.25	<ul style="list-style-type: none">• 32px (2em)• 1.25
H2 <ul style="list-style-type: none">• Font size:• Line height:	<ul style="list-style-type: none">• 24pt (2em)• 1.25	<ul style="list-style-type: none">• 36px (2.25em)• 1.25	<ul style="list-style-type: none">• 36px (2.25em)• 1.25	<ul style="list-style-type: none">• 32px (2em)• 1.25	<ul style="list-style-type: none">• 26px (1.625em)• 1.15384615	<ul style="list-style-type: none">• 26px (1.625em)• 1.15384615
H3 <ul style="list-style-type: none">• Font size:• Line height:	<ul style="list-style-type: none">• 18pt (1.5em)• 1.25	<ul style="list-style-type: none">• 28px (1.75em)• 1.25	<ul style="list-style-type: none">• 28px (1.75em)• 1.25	<ul style="list-style-type: none">• 24px (1.5em)• 1.25	<ul style="list-style-type: none">• 22px (1.375em)• 1.13636364	<ul style="list-style-type: none">• 22px (1.375em)• 1.13636364
H4 <ul style="list-style-type: none">• Font size:• Line height:	<ul style="list-style-type: none">• 14pt (1.16666667em)• 1.25	<ul style="list-style-type: none">• 18px (1.125em)• 1.22222222	<ul style="list-style-type: none">• 18px (1.125em)• 1.22222222	<ul style="list-style-type: none">• 18px (1.125em)• 1.22222222	<ul style="list-style-type: none">• 18px (1.125em)• 1.11111111	<ul style="list-style-type: none">• 18px (1.125em)• 1.11111111
Blockquote <ul style="list-style-type: none">• Font size:• Line height:	<ul style="list-style-type: none">• 24pt (2em)• 1.45833333	<ul style="list-style-type: none">• 24px (1.5em)• 1.45833333	<ul style="list-style-type: none">• 24px (1.5em)• 1.45833333	<ul style="list-style-type: none">• 24px (1.5em)• 1.45833333	<ul style="list-style-type: none">• 20px (1.25em)• 1.25	<ul style="list-style-type: none">• 20px (1.25em)• 1.25

Polish

Polish: don't forget fit & finish

Polish: don't forget fit & finish

Moby's Trip

TOGGLE OT FEATURES: OFF

A Whale of an Afflicted Tale

In the Propontis, as far as I can learn, none of that peculiar substance called BRIT is to be found, the aliment 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.

1/2 Way to 19 Thousand Leagues

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

Polish: don't forget fit & finish

Moby's Trip

TOGGLE OT FEATURES: ON

A Whale of an Afflicted Tale

In the Propontis, as far as I can learn, none of that peculiar substance called BRIT is to be found, the aliment 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.

1/2 Way to 19 Thousand Leagues

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

Polish: don't forget fit & finish

Polish: don't forget fit & finish

Civilization and sea power arose from the temperate Mediterranean, and the progress of archeological research has shown that civilizations and empires had been reared in the Mediterranean on sea power long before the dawn of history.

We know, for instance, that an Egyptian king some 2000 years before Christ possessed a fleet of 400 fighting ships. But it appears now that long before this time the island of

Crete was a great naval and commercial power. Indeed, the Cretans may have taught the Egyptians something of the art of building sea-going ships for trade and war.¹

“Neither deals unfairly with the other; the Carthaginians never touch the gold till it comes up to the estimated value of their goods, nor do the natives carry off the goods till the gold has been taken away.”

— Herodotus²

Polish: don't forget fit & finish

Civilization and sea power arose from the temperate Mediterranean, and the progress of archeological research has shown that civilizations and empires had been reared in the Mediterranean on sea power long before the dawn of history.

We know, for instance, that an Egyptian king some 2000 years before Christ possessed a fleet of 400 fighting ships. But it appears now that long before this time the island of

Crete was a great naval and commercial power. Indeed, the Cretans may have taught the Egyptians something of the art of building sea-going ships for trade and war.¹

"Neither deals unfairly with the other; the Carthaginians never touch the gold till it comes up to the estimated value of their goods, nor do the natives carry off the goods till the gold has been taken away."

— Herodotus²

Civilization and sea power arose from the temperate Mediterranean, and the progress of archeological research has shown that civilizations and empires had been reared in the Mediterranean on sea power long before the dawn of history.

We know, for instance, that an Egyptian king some 2000 years before Christ possessed a fleet of 400 fighting ships. But it appears now that long before this time the island of Crete was a great naval and commercial power. Indeed, the Cretans may have taught the Egyptians something of the art of building sea-going ships for trade and war.¹

"Neither deals unfairly with the other; the Carthaginians never touch the gold till it comes up to the estimated value of their goods, nor do the natives carry off the goods till the gold has been taken away." — Herodotus²

Polish: don't leave orphans behind

Polish: don't leave orphans behind

- Typogrify FTW:
<http://bit.ly/rt-tpgrfy>
<http://bit.ly/drupaltypogrify>
<http://bit.ly/rt-tpgrfy-ee>
<http://bit.ly/rt-tpgrfy-wp>

a little look back & an exciting view ahead

posted by Jason Pamental on December 31st, 2013

Well - this is the last day of the first year of our new firm, and it's fitting we take a moment to reflect on our progress, acknowledge the support of our friends and clients, and look forward to some really exciting projects heading into the New Year. We couldn't have gotten off to such an amazing start without the support of many friends, colleagues and clients — old and new — and for that, we thank you. Your faith in us and enthusiastic support mean the world.

Latest Posts

Responsive Typography is out!

(05/16/2014)

a little look back & an exciting view ahead

(12/31/2013)

This is our craft. This is our

Polish: don't leave orphans behind

- Typogrify FTW:
<http://bit.ly/rt-tpgrfy>
<http://bit.ly/drupaltypogrify>
<http://bit.ly/rt-tpgrfy-ee>
<http://bit.ly/rt-tpgrfy-wp>
- Also try Widowtamer for JS drop-in solution:
<http://bit.ly/rt-widotamer>

a little look back & an exciting view ahead

posted by Jason Parmental on December 31st, 2013

Well - this is the last day of the first year of our new firm, and it's fitting we take a moment to reflect on our progress, acknowledge the support of our friends and clients, and look forward to some really exciting projects heading into the New Year. We couldn't have gotten off to such an amazing start without the support of many friends, colleagues and clients — old and new — and for that, we thank you. Your faith in us and enthusiastic support mean the world.

Latest Posts

Responsive Typography is out!

(05/16/2014)

a little look back & an exciting view ahead

(12/31/2013)

This is our craft. This is our art.

Polish: don't leave orphans behind

- Typogrify FTW:
<http://bit.ly/rt-tpgrfy>
<http://bit.ly/drupaltypogrify>
<http://bit.ly/rt-tpgrfy-ee>
<http://bit.ly/rt-tpgrfy-wp>
- Also try Widowtamer for JS drop-in solution:
<http://bit.ly/rt-widotamer>
- Seems small, but has oversized impact to user & editor

a little look back & an exciting view ahead

posted by Jason Parmental on December 31st, 2013

Well - this is the last day of the first year of our new firm, and it's fitting we take a moment to reflect on our progress, acknowledge the support of our friends and clients, and look forward to some really exciting projects heading into the New Year. We couldn't have gotten off to such an amazing start without the support of many friends, colleagues and clients — old and new — and for that, we thank you. Your faith in us and enthusiastic support mean the world.

Latest Posts

Responsive Typography is out!

(05/16/2014)

a little look back & an exciting view ahead

(12/31/2013)

This is our craft. This is our art.

Miscellany

Miscellany

- Use max-width on elements to keep text readable

```
@media (min-width: 58em) {  
  p { max-width: 38em; }  
}
```

Miscellany

- Use max-width on elements to keep text readable

```
@media (min-width: 58em) {  
  p { max-width: 38em; }  
}
```
- CSS3 brings character counts, but not universal (vw & vh, ch & cx)

Miscellany

- Use max-width on elements to keep text readable

```
@media (min-width: 58em) {  
  p { max-width: 38em; }  
}
```
- CSS3 brings character counts, but not universal (vw & vh, ch & cx)
- **EMs** or **REMs**, but no PX

Miscellany

- Use max-width on elements to keep text readable

```
@media (min-width: 58em) {  
  p { max-width: 38em; }  
}
```
- CSS3 brings character counts, but not universal (vw & vh, ch & cx)
- **EMs** or **REMs**, but no PX
- Don't forget: use real content!
Because Lorem Ipsum is a poser