A Designer's Guide to

webfonts

☞ www.fontshop.com/**education**

Font *Shop*

Hey there, designer!

Why so glum? You've spent months making spectacular collateral only to be stuck with a website that either ignores typography completely? Or is only image-based, and therefore unsearchable?

Aa ☞ 💻

It doesn't have to be this way. More and more folks like you are turning to <u>webfonts</u> to keep their branding alive into the virtual sphere.

What are webfonts?

Most digital fonts designed in the last 30 years were created to be used in desktop applications for materials that will be physically printed or output as an image file or PDF. Webfonts are an entirely different category of fonts optimized for use on web pages using the **@font-face declaration**. This fairly new addition to CSS allows fonts to be linked in web pages and downloaded by browsers so that anyone who visits the page can view the fonts declared by the page's designer.

WHAT'S THE ADVANTAGE?

HTML|Text

Webfonts enable your website to display **indexable, editable, resizable, dynamic HTML text** in a font other than the handful of "web safe" options we've had to rely on for years.

Webfonts are designed to **work exclusively on webpages** and the files cannot be installed on a desktop OS for use in applications like Word, Photoshop, or InDesign*.

Most webfonts are **optimized to download and display quickly** because they include only the glyphs recognized by web browsers. That said, many Web FontFonts come in Pro versions with **support for Eastern European, Greek, and/or Cyrillic character sets**.

Web FontFonts are **optimized for screen display** and look especially crisp and clean on Mac OS X and Windows versions with ClearType enabled.

See comp fonts on page 6.

What are Web FontFonts?

More than 40 (and growing) of the most successful FontFont families are available as Web FontFonts. Used ꜰꜰ Meta or ꜰꜰ Scala in a print project? You can use them online too!

Webfonts are indicated by the ꜰꜰ WEB icon on FontShop.com.

EXAMPLE WEB FONTFONTS

ꜰꜰ **Meta Web** ꜰꜰ Meta Web *ꜰꜰ Meta Web* **ꜰꜰ Me**

ꜰꜰ **Scala Web** ꜰꜰ Scala Web *ꜰꜰ Scala Web* ꜰꜰ

ꜰꜰ **More Web** ꜰꜰ More Web *ꜰꜰ More Web* ꜰꜰ M

ꜰꜰ **Netto Web** ꜰꜰ Netto Web ꜰꜰ Netto Web ꜰꜰ

ꜰꜰ *Tartine Script Web* ꜰꜰ *Tartine Script Web*

ꜰꜰ **Din Web** ꜰꜰ Din Web *ꜰꜰ Din Web* ꜰꜰ Din W

See more Web FontFonts at fontshop.com.

FontFont it!

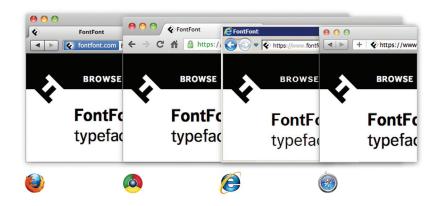## How do I know if Web FontFonts will look right on my site?

PREVIEWING WEB FONTFONTS

FontShop invites you to try **FontFonter**, a tool which allows you to temporarily replace sans and serif fonts on almost any website with a selection of Web FontFonts. You can now preview over 40 Web FontFonts, ranging from trusty standbys like FF DIN Web, to some of the newer designs like FF More Web and FF Sanuk Web.

The process is simple: Go to FontFonter.com, type in a website URL, and FontFont It! You'll then be able to specify which Web FontFonts you want to preview in a control panel at the top of the page; below will be the website you entered, with the chosen fonts replacing the default fonts used for that website. You can choose to replace all fonts with a single Web FontFont, or you can specify replacements for sans and serifs, respectively.

BROWSER RENDERING

The same font can look slightly different in each browsing environment. Despite these unavoidable inconsistencies, Web FontFonts are designed to look their best on all modern systems.

What do I get in my Web FontFont download?

Web FontFonts come in two DRM-free formats: **EOT Lite**, supported by Internet Explorer 5-8, and **WOFF**, supported by Firefox, Chrome, Internet Explorer 9, and as of summer 2011, Safari. Both formats are delivered with every Web FontFont purchase and can be used without relying on any third-party service.

Web FontFont downloads also come with a **User Guide** full of helpful information for web developers, system administrators, and website visitors.

HTML test pages for each of the downloaded fonts are also included so you can immediately see your Web FontFonts at work in their native environment.

Comp fonts allow you to make use of your Web FontFonts in programs widely used by web designers, like Photoshop, without having to purchase an extra license for print.

☞ *Be sure to read the* <u>*End User License Agreement for Web FontFonts*</u>.

Where do comp fonts come in?

ABOUT COMP FONTS

Well, if you're a strictly design-in-browser designer, they don't. For the rest of us FontShop includes a set of comp fonts in its Web FontFont packages. Install them just like print fonts, but remember that these are drawn specifically for the screen, and should be used only on screen.

☞ *Like always, you'll want to purchase a license for the print fonts as well when designing for print.*

How do I reduce the file size of my webfonts?

Subsetter was designed with the needs of both web designers and developers in mind. Its purpose is simple — reduce the file size of your Web FontFonts to make your websites faster, optimize bandwidth usage, and reduce high-traffic costs. Subsetter.com allows you to strip out extraneous glyphs and data that you may not need, like unused language characters, punctuation marks, and kerning information. It will create a new, lighter webfont file tailored to your website.

Upload your Web FontFont   *Reduce and customize*   *Download the optimized file*

WOFF-TTF

Original file size
New file size

Make sure to subscribe to FontShop newsletters to be notified when FontFont releases upgraded Web FontFont collections. To further optimize your Subsetter experience, we encourage you to re-download your Web FontFonts to get the make sure you have the most recent versions. This will ensure that you end up with a smaller file size, additional optimization for Microsoft's rendering API DirectWrite, and improved vertical metrics for consistent baseline positions in all browsers. Upgraded Web FontFont files will be available at no additional cost.

How do I use Web FontFonts?

Because Web FontFonts work using basic CSS, implementing them is pretty straightforward. If you are even vaguely familiar with CSS you can make Web FontFonts work on your website. The simple instructions in the **Web FontFont User Guide** make it easy, especially if you need to pull in developers and site administrators to help bring your vision to reality. Developers can also use a hosting service, such as Typekit, for easy support of all major browsers and devices.

EXAMPLE OF @FONT-FACE IN CSS

```
/* for IE < 9      -----*/
```

```
@font-face {
    font-family: MyKievit;
    src: url("/fonts/KievitWebPro-Medium.eot");
}
```

```
/* for WOFF-capable browsers */
```

```
@font-face {
    font-family: MyKievit;
    src: url("/fonts/KievitWebPro-Medium.woff")
format("woff");
}
```

```
/* reference font family */
```

```
body {
    font-family: MyKievit, Arial, sans-serif;
    line-height: 1.4em;
}
```

☞ *For a more complete description of how to incorporate Web FontFonts into your website's CSS, take a look at the Web FontFont User Guide.*

Congrats!

You now have a website that looks beautiful, protects your brand, and appears in search results. Hopefully this basic guide has turned that frown upside down.

Founded by Erik Spiekermann and Neville Brody in 1989, FontShop is the original independent retailer of digital type. We offer more than 100,000 fonts from dozens of expert-selected foundries, including our house brand: FontFont.

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This document is set in FF Suhmo Pro and FF Unit Pro.

FontShop is more than a shop that sells fonts — we want to help you do great work too. Get more typography tips and tutorials at **fontshop.com/education**.

FURTHER READING

Erik Spiekermann's Typo Tips
Licensing 101: Free Is Not Always Free
The Right Font for the Job
Type Anatomy

ONLINE RESOURCES

FontShop.com
FontFeed.com
Spiekermann.com