




You can *save*
Web Typography

Oliver Schöndorfer

UI Designer  Typographer

 [pimp_my_type](#)

 [glyphe](#)



Teaching you how to *boost* your
designs with pimped type.

Startseite

Shorts

Abos

Mediathek

YouTube

Suchen

PIMP
MY TYPE

Learn to use the
power of typography!

@glyph on Twitter

Pimp my Type

@PimpmyType

3320 Abonnenten

Abonniert

ÜBERSICHT

VIDEOS

SHORTS

LIVE

PLAYLISTS

COMMUNITY

Beliebte Videos

Alle wiedergeben

Please, make that font size bigger

8:45

What's the best font size? A guide for body text in...

9553 Aufrufe • vor 1 Jahr

Open-Sans

Why your font choice matters

7:33

Stop using Open Sans! Why your font choice matters

6598 Aufrufe • vor 2 Jahren

Three effective ways to combine typefaces

gg ee

12:20

Pairing Fonts – 3 effective ways to combine typefaces,...

4249 Aufrufe • vor 1 Jahr

Stop the jumping time display in iOS

7:45

Improving the Typography of the iOS time display?

3101 Aufrufe • vor 2 Jahren

Videos

Alle wiedergeben

You're a designer

Set everything in Helvetica Bold

1:00

Use Helvetica Bold for everything

354 Aufrufe • vor 10 Tagen

We need a healthy ecosystem for creatives

Part 2

39:48

Distributing indie fonts in a monopoly market with...

175 Aufrufe • vor 1 Monat

We only had three good typefaces in Arabic

Part 1

24:35

Arabic Type Design & Typography with Nadine...

237 Aufrufe • vor 1 Monat

T

40der

H4CK3R

Typography CHECKER

1:00

Monospace Font with Personality – Sligoil Micro...

216 Aufrufe • vor 1 Monat

How to Choose a Typeface

Alle wiedergeben

This miniseries guides you through the decisions you need to make when choosing a typeface. It covers why your font choice matters at all, what the different kinds of text are and how to pick a...

Open-Sans

These questions I ask before picking a font

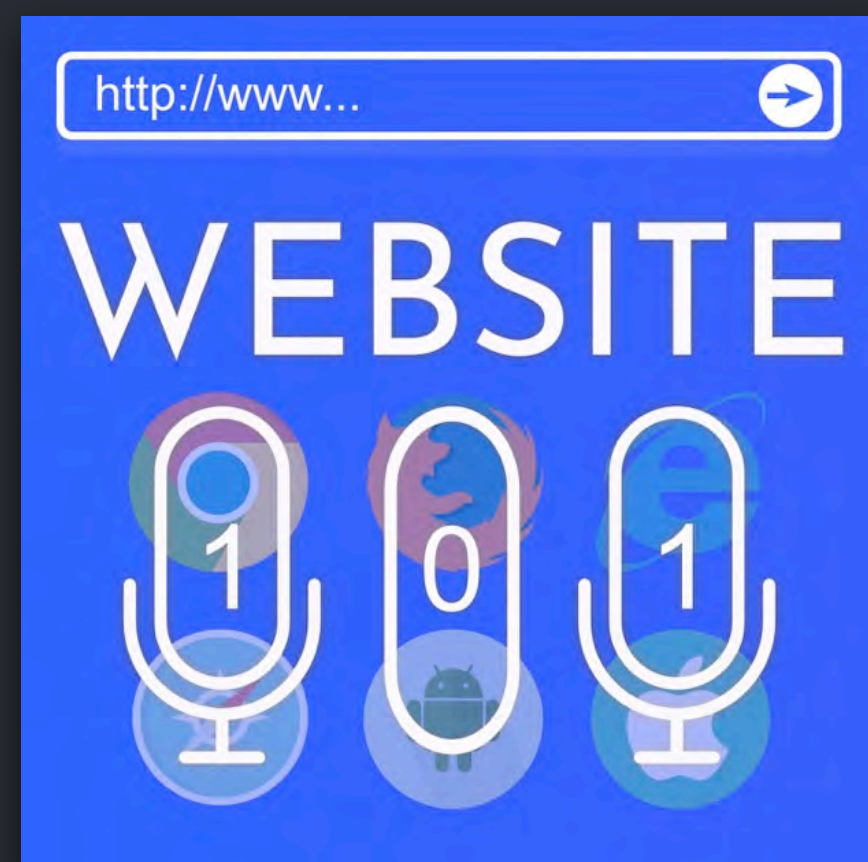
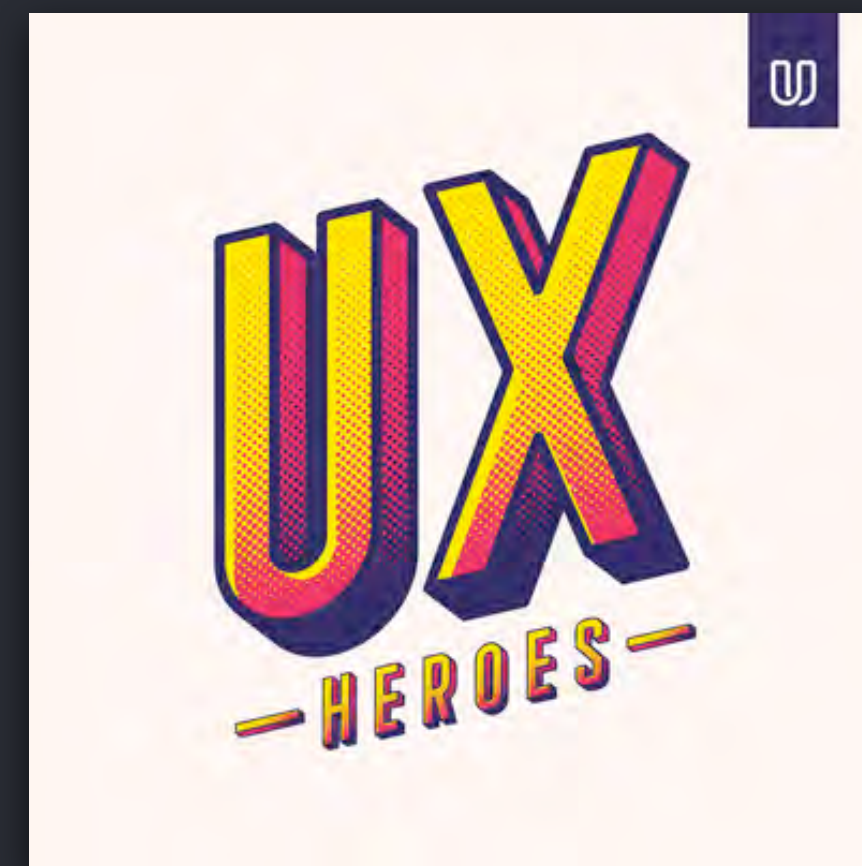
AA

agall

On YouTube

Pimp my Type

Guesting at *podcasts*



Pairing typefaces using the font matrix

The following guest article was written by Oliver Schöndorfer*

Background reading:

[Pairing typefaces by the same type designer or type foundry](#)

The single biggest challenge we face when [pairing type](#) is choosing a secondary [typeface](#) that's different enough from our primary choice, but not too different, as described in our article "[Pairing typefaces](#)." This can be a challenge, because it's not always clear where the similarities and the differences should lie.

In this article, we want to share with you the concept of the font matrix—an approach based on the work of typography professor [Indra Kupferschmid](#). Understanding it can change your perception of type and give you a framework to make better decisions when pairing typefaces.

Please bear in mind that combining type is not a science with hard and fast rules. It's a creative discipline and you can do whatever you think feels right for your project. Take the ideas shared in this article as guidelines to make your own decisions in the great adventure of pairing type.

The problem with the current models for classifying type

Topics in this article

[Choosing type](#)

[Pairing type](#)

Essential terms



Axis (in type design)

The angle of the "pen" in a letterform, usually implied by the contrast of a stroke.

outwithouthwith
ithoutwithoutwith

Expert
guest author



#typography

Font Matrix – See and Pair Typefaces Like Never Before



Pimp my Type
3320 Abonnenten

Abonniert



187



Teilen



Clip



Speichern



1833 Aufrufe vor 6 Monaten

👉 Pairing Typefaces like a Pro – Online Course:

<https://pairingtype.pro>

Mehr ansehen

Chatwiedergabe anzeigen

Alle

Aus deiner Suche

Kürzlich hochgeladen



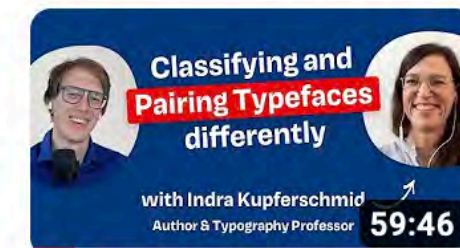
Check these 5 things before choosing a font – Font Follow...

Pimp my Type
1256 Aufrufe • vor 1 Jahr



My Tech Hot Takes!

Marques Brownlee ✓
1,6 Mio. Aufrufe • vor 1 Tag
Neu



Classifying & Pairing Typefaces with Indra Kupferschmid

Pimp my Type
565 Aufrufe • vor 6 Monaten



Body Text – How to Choose a Proper Typeface?

Pimp my Type
2914 Aufrufe • vor 1 Jahr



Wer in Deutschland gegen trans Menschen hetzt | ZDF Magazi...

ZDF MAGAZIN ROYALE ✓
1,3 Mio. Aufrufe • vor 3 Tagen
Neu



Das Mobilisierungs-Desaster: Wie Putin seine Propagandiste...

ARTEde ✓
637.463 Aufrufe • vor 2 Wochen



Font Follows Feeling – A brief type classification and the...

Pimp my Type
2927 Aufrufe • vor 1 Jahr



**Does *the typeface influence* how
a message is perceived?**

We belong together

Style Script by Robert Leuschke

We belong together

Banshee by Tim Donaldson

P. Harold, MD

Objektiv Mk1 by Dalton Maag



P. Harold, MD

The World's Worst Font by Kim Berry

in Fancy > Comic

WorldsWorstFont.ttf

18,062 downloads (1 yesterday)

Download

The World's Worst Font

First seen on DaFont: April 01, 2010

A 0068	B 0066	C 0067	D 0068	E 0068	F 0070	G 0071	H 0072	I 0073	J 0074	K 0075
A	B	C	D	E	F	G	H	I	J	K
L 0076	M 0077	N 0078	O 0079	P 0080	Q 0081	R 0082	S 0083	T 0084	U 0085	V 0086
L	M	N	O	P	Q	R	S	T	U	V



When it comes to
typography, I am ...

The web is *text*

Typography is a super power

Here you can read a little sample text to get a feeling of the typographic color. By that I don't mean the actual text color, but how dense or light the text seems.

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For display text in the headings it can be different. You see these words before you read them so the typeface could be interesting and attention grabbing. So have fun choosing a nice typeface for it!

But why?

We never had *so little*
typographic control

We never had *so much*
typographic control

6 steps towards *fantastisk* web typography

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**It's best to use
system fonts only.**

Myth  **Fact**

Myth

eingang





2008 Futura

Nya super- erbjudanden

IKEA®

Ingenting är omöjligt!

IKEA HANDLA HEMMA

Min kundvagn

Kundservice

→ Logga in
→ Välj IKEA varuhus
→ **IKEA FAMILY**
→ Finns varan i lager?

Sök OK!
Behöver du hjälp? → Fråga Anna

Sortiment

nyhet

Vardagsrum

Kök

Sovrum

Barnens IKEA

Textil

→ Alla avdelningar

More peeps check out the site now than the catalog

Olika sätt att handla

IKEA HANDLA HEMMA

- Om IKEA HANDLA HEMMA
- Näthandla steg för steg
- Betalning & leverans
- Betala din order

På IKEA varuhuset

Vägbeskrivning, öppettider, erbjudanden och evenemang

Gävle OK!

- IKEA Restaurangen
- Finns varan i lager
- Suomeksi

Mat på IKEA



IKEA Restaurangen erbjuder prishögskola, nyttig och god mat för dig som besöker våra varuhus.

→ Läs mer

KOM IN I GARDEROBEN.



→ KOM IN I GARDEROBEN - Klicka här!

Måndag till fredag



För alla er som gillar att handla på IKEA när det är lite lugnare.

→ Supersmarta vardagar på IKEA

Handla på IKEA.se



...eller ring våra säljare. Vi kör hem varorna och bär in dem åt dig.

→ IKEA HANDLA HEMMA

IKEA.SE/TV

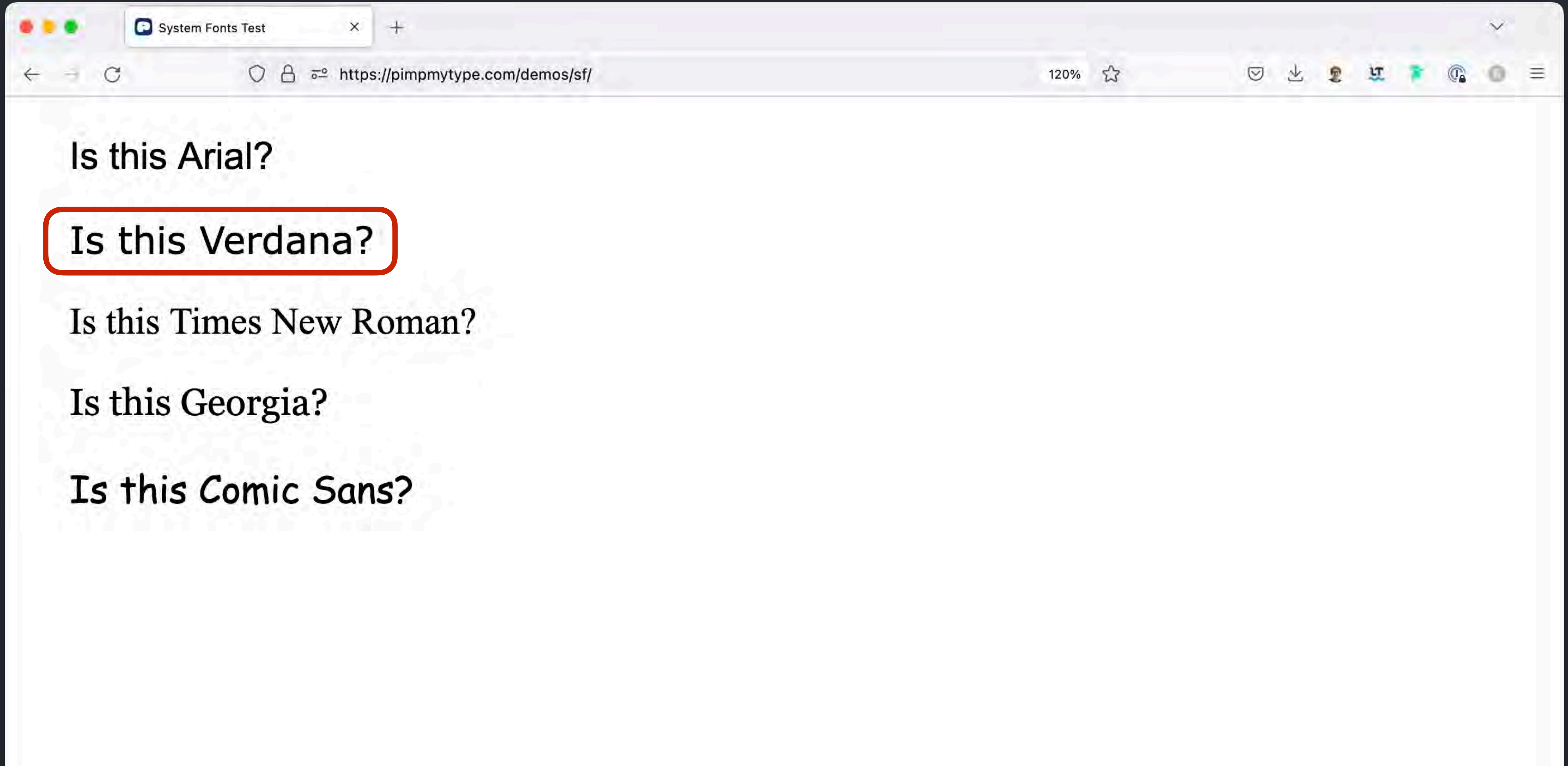
Bli medlem i nätverket

VIKTIG INFORMATION

Vi söker riktiga livshandlare

IKEA FAMILY

Desktop





2008 Futura

**Nya super-
erbjudanden**



2009 Verdana

Nya super- erbjudanden

2008 Futura

VARDAGSRUM

Sjunk ner i soffan och pusta ut. Kolla på tv. Läs en bra bok.
Koppla av. Gör vad du känner för. Det här är din plats.
Med plats för familj och vänner. Ett rum där du kan leva som du vill.

VARDAGSRUM S.10 SOFFOR S.48 BÄDDSOFFOR S.62 SOFFBORD S.66 TV-MÖBLER S.68 FÖRVARING S.72



2009 Verdana

Nya super- erbjudanden varje månad

På IKEA varuhuset har vi ju låga priser året runt, men ibland kan du också hitta extra fina erbjudanden som gäller så långt lagret räcker. Lägg datumet på minnet så ses vi snart igen!

MÅNDAG 17 AUGUSTI 2009

Arekapalm, H90-100cm
Doftdracaena/2 stammar, H90-100cm

~~199:-~~
99:-

(exkl. KARDEMUMMA kruka)

Chrysalidocarpus Lutescens krukväxt 99:-

Ø19, H90-100cm, Arekapalm, 301.598.66

Dracaena Massangeana krukväxt 99:-

Ø19, H90-100cm, Doftdracaena/2 stammar, 701.598.45

Erbjudandet gäller alla dagar 17-30/8 2009, så långt lagret räcker.

Därefter är priset 199:- Max 1 krukväxt/kund.

KARDEMUMMA kruka 59:-/st Ø20cm. Vitt/blandade mönster, 301.130.86



Kissen BIRGIT

40x50 cm
weiß/bunt

- ▶ Stickerei mit verschiedenfarbigem Garn verleiht dem Kissen Struktur und Ausdruck.
- ▶ Baumwollfutter; für ein luftig weiches Kissen mit gleichmäßig verteiltem Füllmaterial.

14,99





2011 **IKEA**®

© Inter IKEA Systems B.V. 1999 - 2010

Weil es dein Zuhause ist!



ALLE KATALOGPREISE SIND GÜLTIG BIS 13. AUGUST 2011
NOCH MEHR AUSWAHL IN DEINEM IKEA EINRICHTUNGSHAUS UND AUF www.IKEA.de

IKEA

Verdana

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14,99

IKEA

Futura

Mobile

59.08%

Desktop

38.93%

Tablet

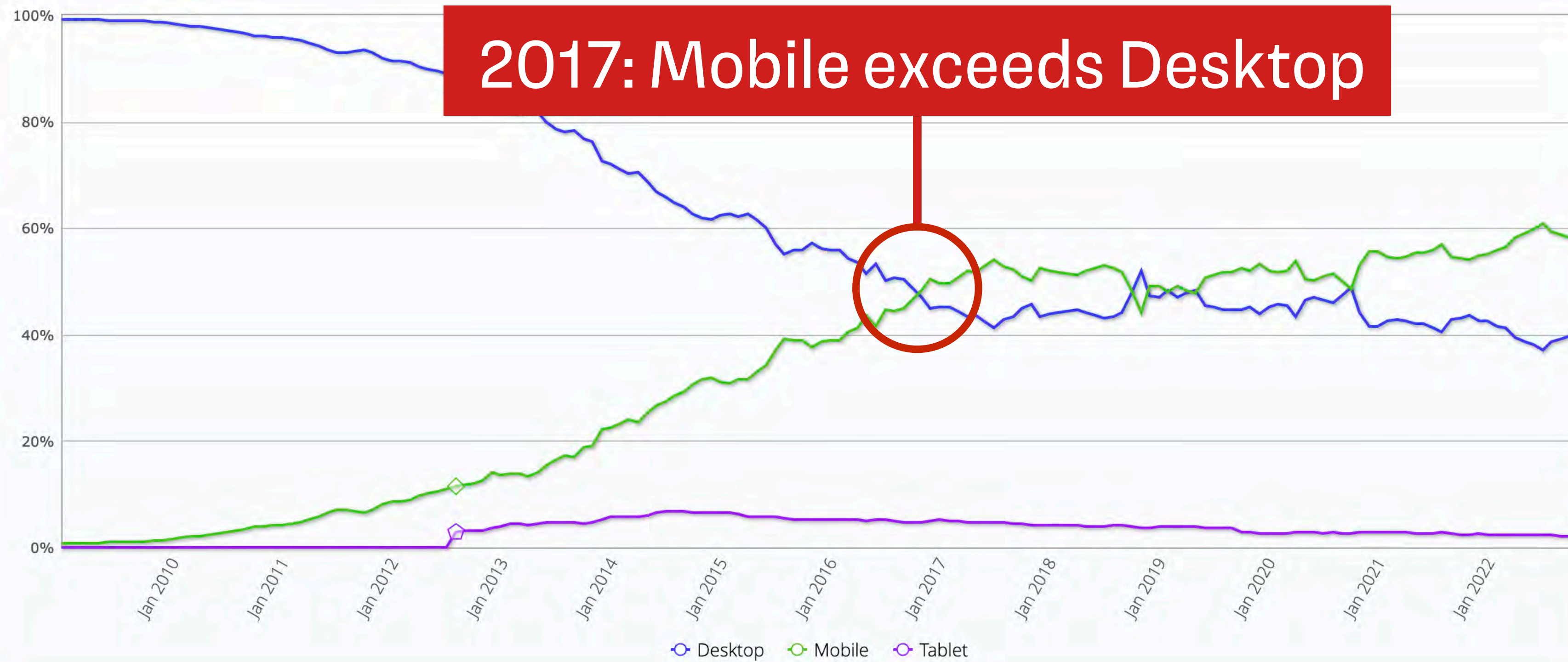
1.99%

Desktop vs Mobile vs Tablet Market Share Worldwide - November 2022

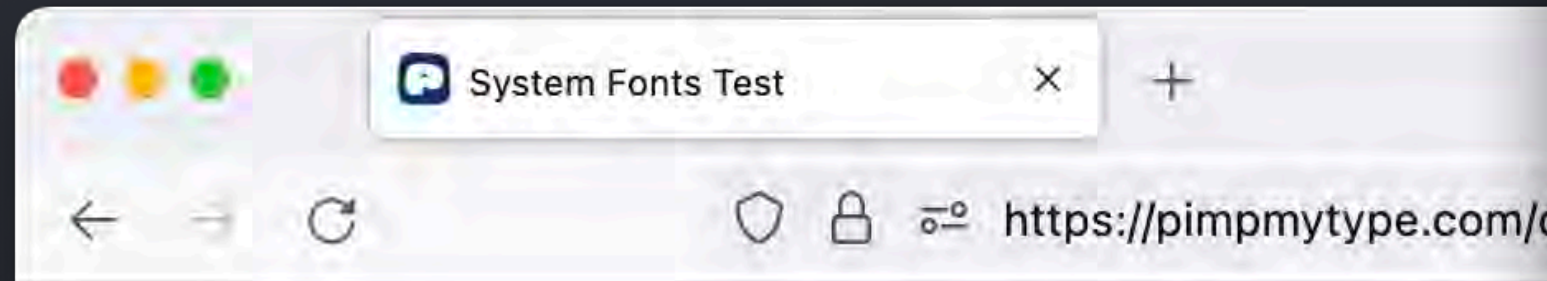
Desktop vs Mobile vs Tablet Market Share Worldwide

Jan 2009 - Nov 2022

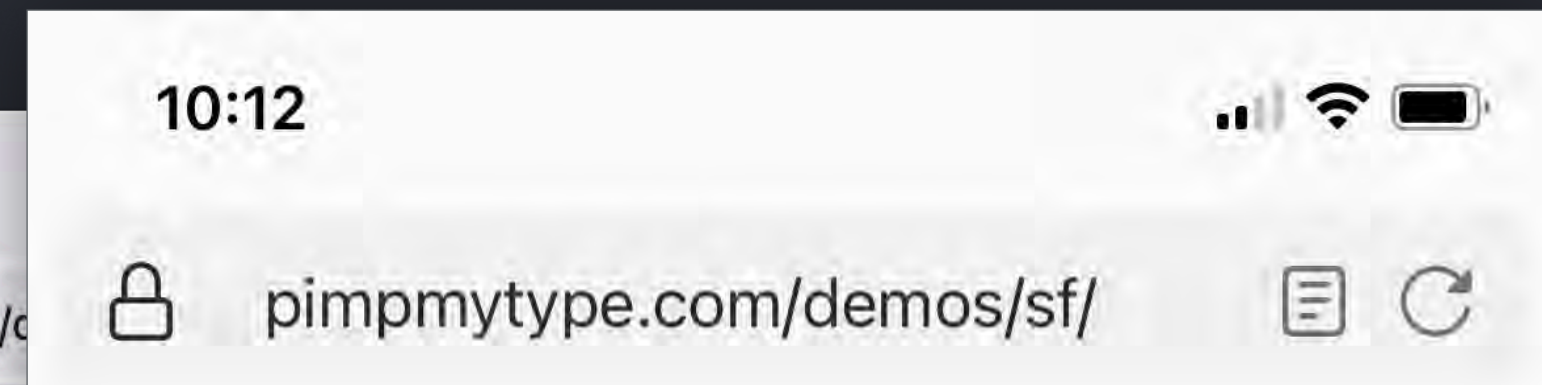
Edit Chart Data



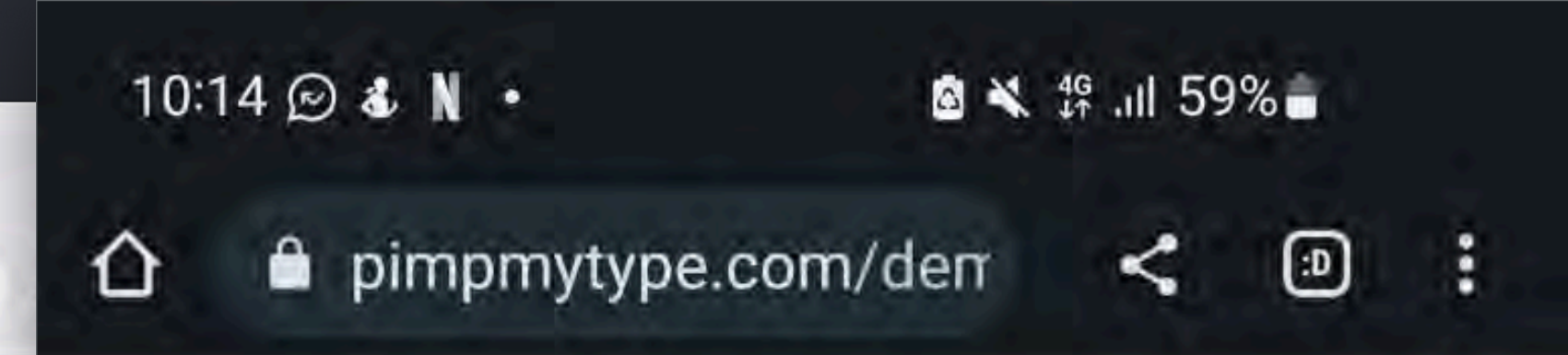
Desktop



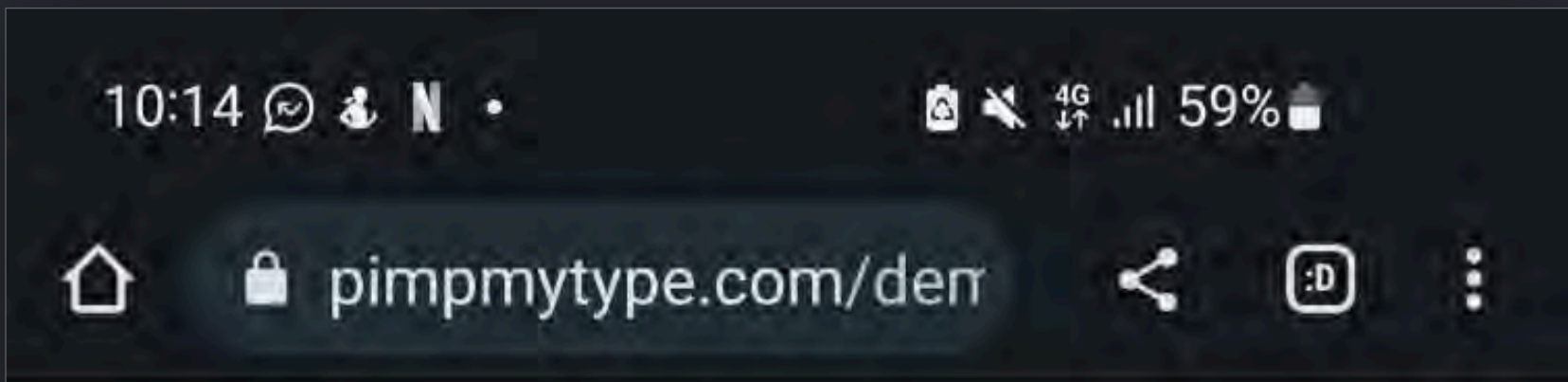
iOS



Android



Android



- ✗ Is this Arial?
- ✗ Is this Verdana?
- ✗ Is this Times New Roman?
- ✗ Is this Georgia?
- ✗ Is this Comic Sans?

→ Roboto
for sans-serif

→ Noto Serif
for serif

Android

71.94%

iOS

27.49%

Samsung

0.33%

Unknown

0.11%

KaiOS

0.07%

Windows

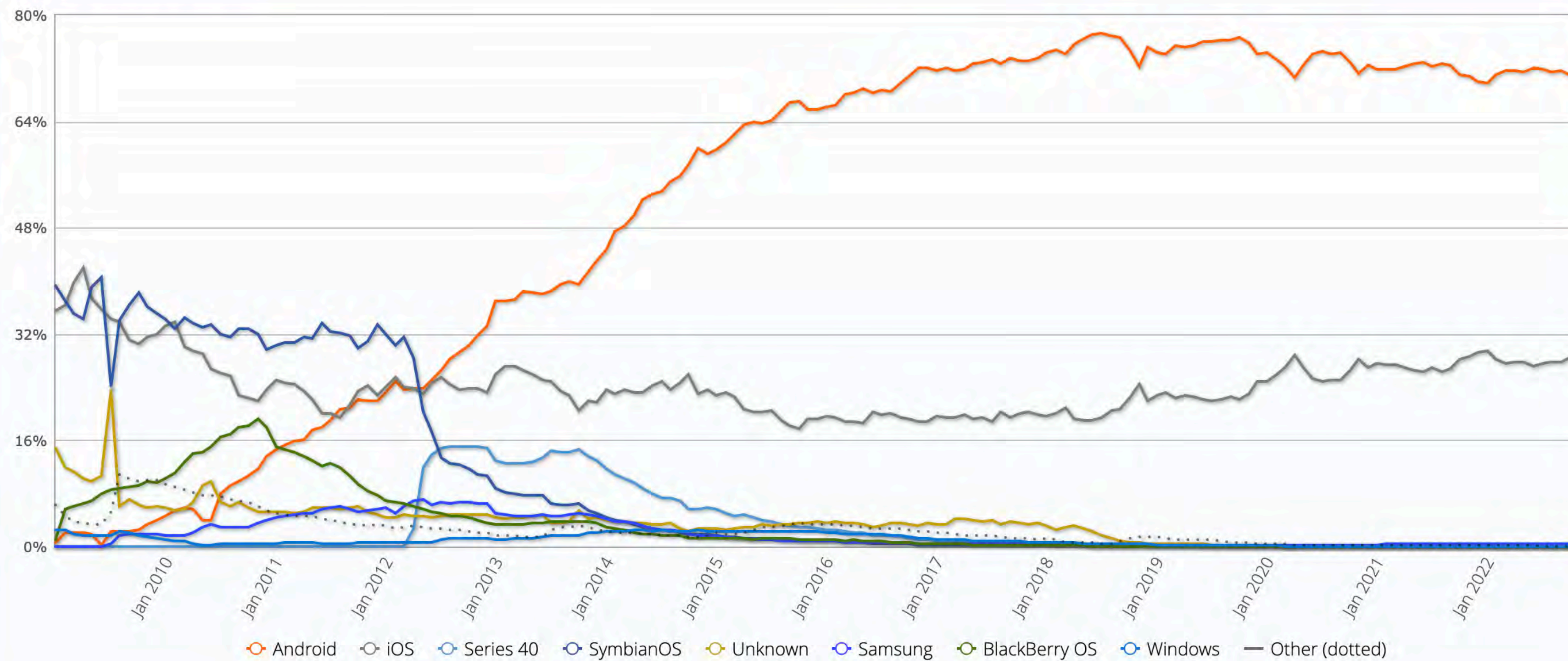
0.02%

Mobile Operating System Market Share Worldwide - November 2022

Mobile Operating System Market Share Worldwide

Jan 2009 - Nov 2022

Edit Chart Data





No one is web safe anymore

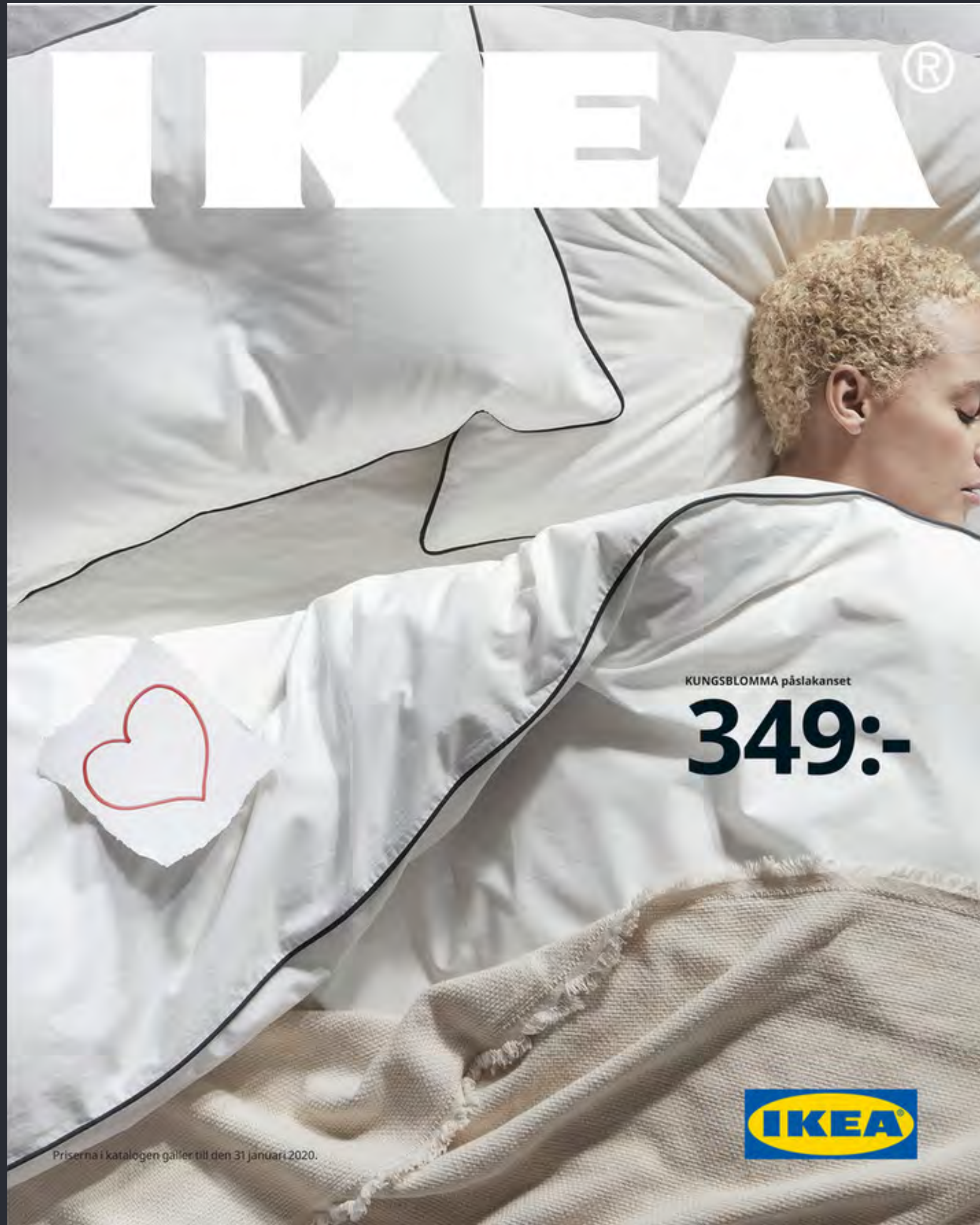


Not even IKEA



2009 Verdana

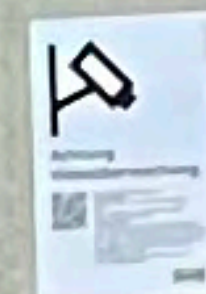
Nya super- erbjudanden



2019 Noto Sans

**Nya super-
erbjudanden**

eingang



Futura

Verdana

Noto Sans



System fonts are
inconsistent **and change**

**Why not picking something
that fits right away?**

Typography is a super power

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1

**Start by setting
the right mood**

**Neutral typefaces
are the best.**

Myth  **Fact**

Myth



“Type is never neutral.”

— Jason Pamental, An Event Apart, 2018

font follows
feeling

font follows
function

A nice and large title that pulls you in

The body text or body copy is the text forming the main content of a web page, or any other printed or digital work. This is as a contrast to both additional components such as headings, images, charts, footnotes, and so on.

*“Typography is the act of giving
your words meaning.”*

— Quote by some smart person

Body text has two slightly different meanings, depending on context. A book designer, concerned with the overall sequence of a book, regards it as those pages that form the majority of a book, containing the body of text or body matter. A typesetter concerned instead with the layout of text on a page sees “body text” as being those sections of the main text that are flowed into columns or justified as paragraphs, as distinct from the headings and any pictures that are floated out of the main body.



Label 1



Label 2



Label 3

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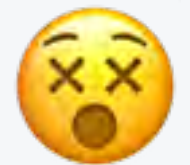
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1 Display text

2 Body text

3 Functional text

A TITLE SET IN BUNGEE



THIS IS THE BODY TEXT SET IN BUNGEE AND IDEALLY THE TYPEFACE FOR THIS LONG READING TEXT IS UNDERSTATED. IT'S SPECIALITY SHOULD BE THAT IT DOES NOT SEEM SPECIAL – EXCEPT TO SOME TYPE NERDS, OF COURSE. IN THIS CASE CONTENT IS KING, NOT THE TYPEFACE. IN OTHER WORDS A TEXT TYPEFACE SHOULD NOT DRAW MUCH ATTENTION TO ITSELF.

A display typeface is inappropriate for body text

DISPLAY TYPEFACE

Display Typeface

DISPLAY TYPEFACE

Display Typeface

Display Typeface

**What is *appropriate*
for your project?**

BOLD AND CHEEKY

Bungee by DJR

Fancy & artistic

Altesse Std

VINTAGE AND STRONG

Ingeborg Block by Typejockes

Casual and human

Supermarker by FontWerk

Sober and Geometric

OldSchool Grotesk by KiloType

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Display typeface changed

Display text

- Font follows *feeling*
- Use it for *short and large* text only
- Pick something that *fits to your project*

**You need to spend a lot
of money for good fonts**

Myth  **Fact**

Myth

Free comes
at a price

Analytics

Total Font Views

62,089,595,128,684

2021 Jun 2 – 2022 Jun 2

7 DAY

30 DAY

90 DAY

1 YEAR

Browsers



Operating Systems



Font family	Designer	Total Views	1 year views	1 year change
Roboto	Christian Robertson	19,455,154,158,539	3,778,307,580,432	-2%
Open Sans	Steve Matteson	11,903,039,666,921	1,616,340,007,672	-11%
Lato	Łukasz Dziedzic	3,216,706,313,417	554,769,096,039	-3%
Montserrat	Julieta Ulanovsky	2,073,010,866,380	498,238,898,583	4%
	Sol Matas			
	Juan Pablo del Peral			
	Jacques Le Bailly			
Roboto Condensed	Christian Robertson	1,670,046,427,113	262,144,874,654	-4%

02,089,595,128,

2021 Jun 2 – 2022 Jun 2

7 DAY

30 DAY

90 DAY

1 YEAR

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Roboto Condensed	Christian Robertson	1,670,046,427,113	262,144,874,654	-4%
Oswald	Vernon Adams Kalapi Gajjar	1,637,730,888,308	199,530,068,160	-7%

font follows
function

Aa **Aa** *Aa*

Weights & Styles

Êèłõ

Languages

¹/₂ ag ag

Characters & OTF

varbiable.woff2

File size & Format

€ \$ £

Licensing

**Build your library
of *trusted sources***

Category

Font Friday

Every Friday I recommend a typeface, write about for what digital applications it works best, and when to better not use it. Subscribe to the [Pimp my Type Newsletter](#) and get them directly to your inbox.

Coline goes from calm to *wild and eccentric*

This is the body text set in Coline Premiere,
by the typeface for this long reading text
is understated. Its speciality should be that it

Coline

serif

Figtree feels friendly, soft and clean

This is the body text, ideally the typeface
his long reading text is **understated**.
speciality should be that it does not

Figtree (free font)

free font google fonts sans-serif

Pratico UI & Slab UI are legible and confident

This is the body text set in *Pratico UI*, and
ly the typeface for this long reading
s **understated**. Its speciality should be

Pratico UI & Slab UI

sans-serif slab-serif variable fonts

Get two for one! These **fonts** are 50% off!

- [New fonts in focus: SideNote](#)
- [Expert Lists: Fonts for Books](#)
- [ILT Academy — new courses!](#)

Welcome to ILT, home to thousands of high quality fonts for desktop, web, and apps! We've curated the best typefaces from our favorite indie foundries. Discover our featured fonts, check out Steven Heller's Font of the Month, or let us surprise you!

Best-selling handwriting fonts**Rollerscript** by G-Type: 2 styles from \$35.00

NEW

Get RollerScript today
An authentic must-have handwriting typeface that's also ideal for texts

Hot new fonts: 50% off launch special**SideNote** by Jamie Clarke Type: Complete family of 10 fonts ~~\$199.00~~ \$99.50

ON SALE

NEW

Hello, I'm SideNote*
But don't worry, I can explain everything!

Hot new fonts: 40% off**Marcovaldo** by Zetafonts: Complete family of 1 fonts ~~\$45.00~~ \$27.00

ON SALE

NEW

DELICIOUS

a b c d e f g

A B C D E F G

Read the ILT blog



TYPEFACE CATEGORIES

Sans serif

Serifs

Slab serifs

Script typefaces

HANDWRITTEN

Blackletter

DISPLAY & ORNATE

INLINE

LAYERED

STENCILS

Monospace

CEDARS+
SEARCHFont discovery
reimagined**Fonts for
Editorial**



BUY SUPERMARKER

Choose Your License

TRIAL

1 User for testing purposes only

Reduced character set

No OpenType features

STANDARD

Print: 1 User

Web: 100.000 Pageviews/month

App: 1.000 Downloads

eBook: 10.000 Downloads

MOST POPULAR

EXTENDED

Print: 15 Users

Web: 1,500,000 Pageviews/month

App: 15,000 Downloads

eBook: 150,000 Downloads;

Broadcasting: 1,500,000 Viewers

Choose Your Fonts

Supermarker Family		€ 300 +	
Includes all 12 styles			
Thin	€ 50 +	Thin Italic	€ 50 +
Light	€ 50 +	Light Italic	€ 50 +
Regular	€ 50 ✓	Italic	€ 50 +
Medium	€ 50 +	Medium Italic	€ 50 +
Bold	€ 50 +	Bold Italic	€ 50 +
Black	€ 50 +	Black Italic	€ 50 +

Your Cart

Supermarker Regular

- 1+ Standard License

50.00 €

X

SUBTOTAL

50.00 €

VAT may apply

-

TOTAL

50.00 €

Checkout

Please [get in touch](#) for an [Enterprise](#) solution or [Educational](#) discount. For any other questions please check our [FAQ](#).

2

**Think about
readability**

**You can use serif and
sans-serif for body text**

Myth  **Fact**

Fact

I am a typeface for body text. My speciality is that I don't seem special – except to some type nerds, of course. And that's the whole point. because a text typeface should not draw much attention to itself. I'm humble and I work best when I'm understated. My job is to get out of the reader's way and let the words speak. Bluntly said “boring is better”.

Tisa Pro

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Josefin Sans

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Josefin Sans has too striking characters

e

Josefin Sans has too striking characters

Sans

Serif

modern

 [pimp_my_type](#)

 [glyphe](#)

elegant

 pimp_my_type

 glyphe

are the letters distinctive enough?

n n n

@pimp_my_type

glyphe

a g q

aggll

Geometric
(Objektiv Mk1)

aggll

Humanist Sans
(Aller)

aggll

Humanist Serif
(Tisa Pro)

The diagram illustrates the difference in x-height between two typefaces. On the left, the word 'Type' is rendered in Roboto, with a blue double-headed arrow indicating its x-height as 72% of the line height. On the right, the word 'Type' is rendered in Josefin Sans, with a blue double-headed arrow indicating its x-height as 52% of the line height. Both words are positioned between two horizontal grey lines representing the baseline and the x-height line.

72% Type

52% Type

Large x-height
(Roboto)

Small x-height
(Josefin Sans)

I am a typeface for body text. My speciality is that I don't seem special - except to some type nerds, of course. And that's the whole point. because a text typeface should not draw much attention to itself. I'm humble and I work best when I'm understated. My job is to get out of the reader's way and let the words speak. Bluntly said "boring is better".



Josefin Sans is very geometric, has a low x-height and striking letter shapes

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Tisa Sans Pro is ideal for body text. It is more dynamic, and has a larger x-height

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News Reader is classy and elegant

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For display text in the headings it can be different. You see these words before you read them so the typeface could be interesting and attention grabbing. So have fun choosing a nice typeface for it!

a g q l l

Geometric Sans
(Muli)

a g q l l

Serif
(Newsreader)

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Body text changed

Body text

- *Boring* is better
- Sans and serif are *both fine*
- Look for *distinctive & unobstructive* letter shapes
- Go for *larger x-heights*, 70–75%

3

**Strive for harmonic
measurements**

font size

font-size

line length

max-width

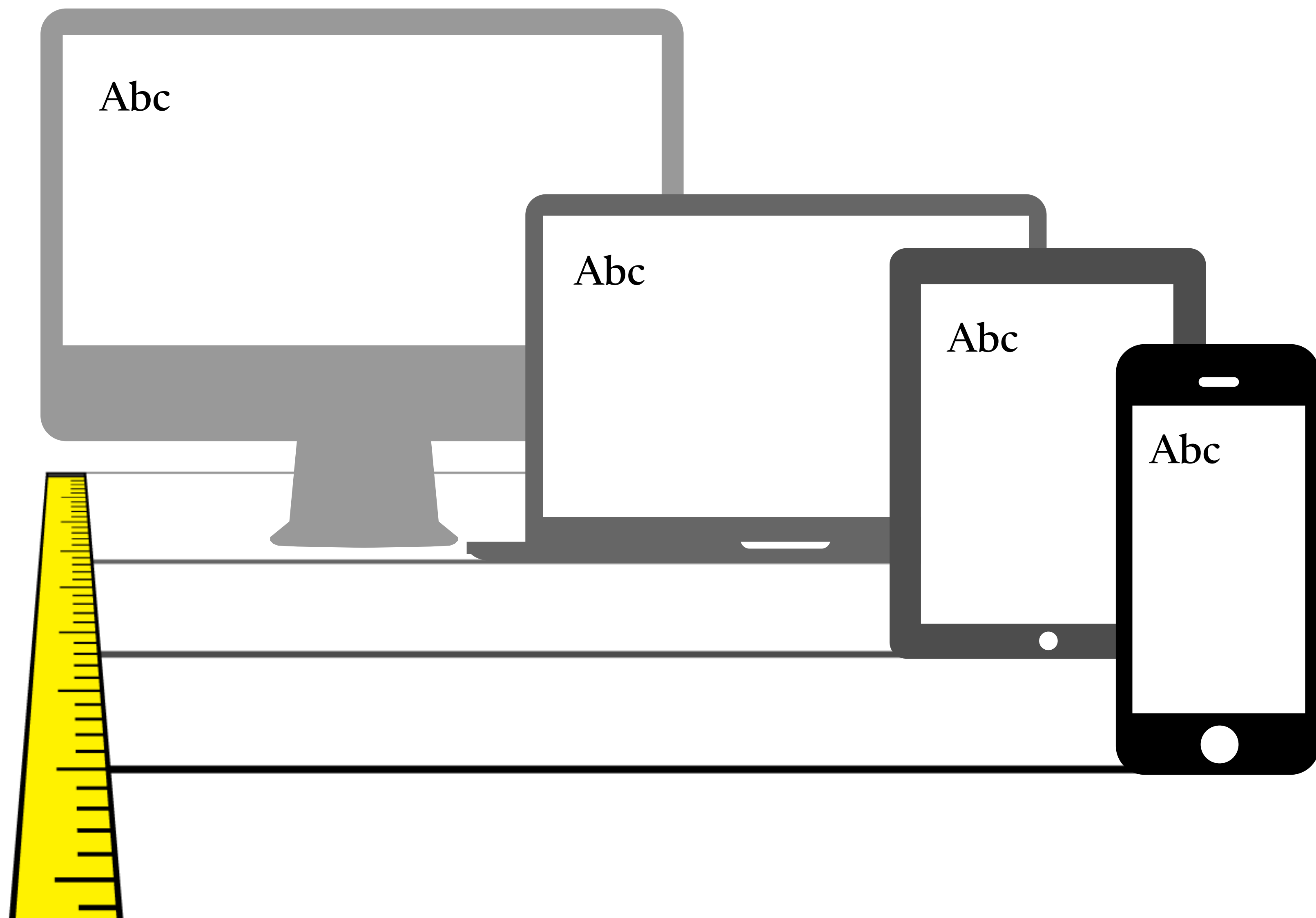
line height

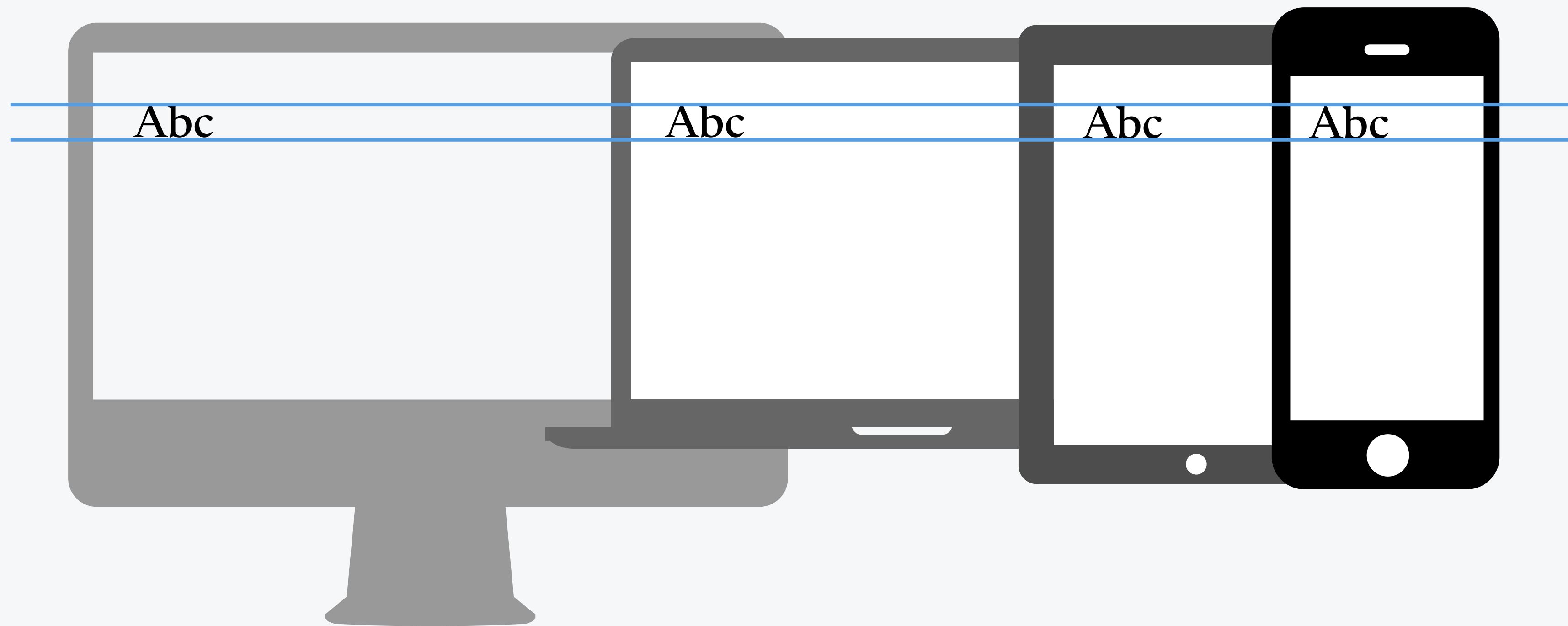
line-height

**Text on the web is
often too small.**

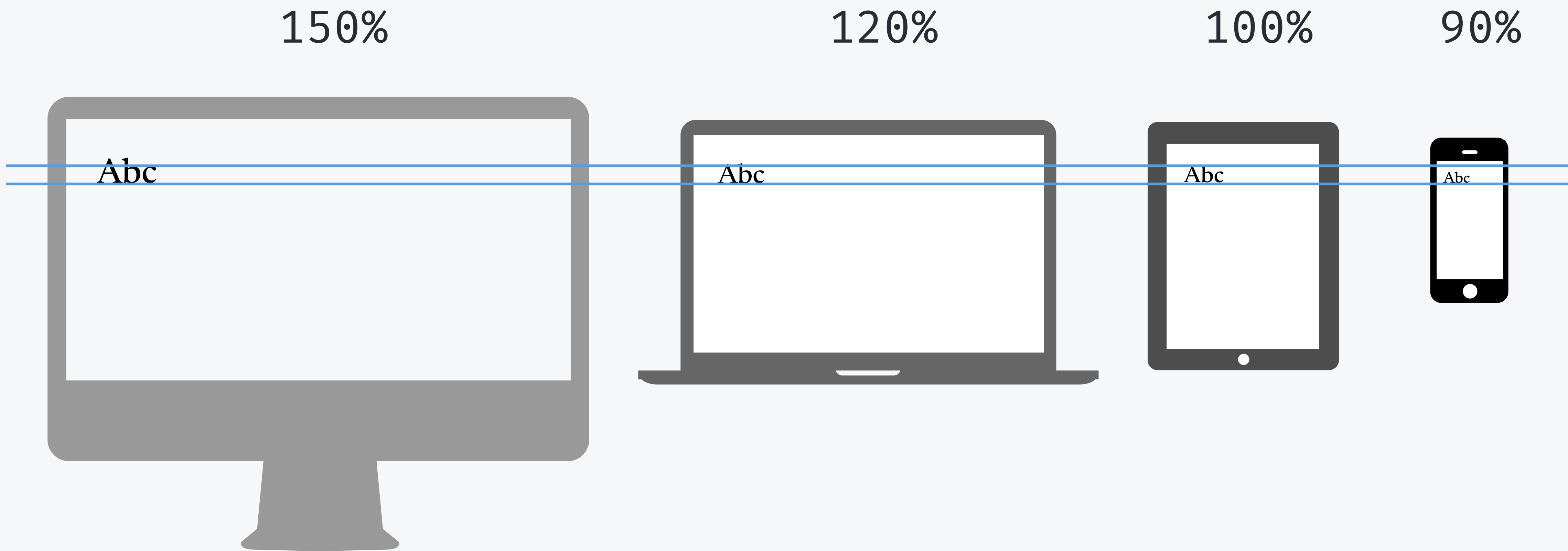
Myth  **Fact**

Fact





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

1rem = 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;

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For display text in the headings it can be different. You see these words before you read the rest of the text. It's like a signpost that grabs your attention. So have fun choosing a typeface for display text.

font size increased

line length

line height

{ 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  
3 }  
4
```




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Die freie Enzyklopädie

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[Themenportale](#)
[Von A bis Z](#)
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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



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For display text in the headings it can be different. You see these words before you read them. They are designed to grab attention grabbing

max-width set

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line-height increased

For display use words before you read them so the typeface could be interesting and attention

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*)

4 It's all about alignment

**Justified text is best
for long reading text.**

Myth 🤔 **Fact**

Myth



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



5starts: Wo Ideen keimen

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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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Ich bin ein Absatz in Blocksatz ohne Silbentrennung. Dadruch entstehen je nach Wortlänge und Spaltenbreite unregelmäßige Lücken zwischen den Wörtern. Diese erzeugen eine sehr unruhiges Satzbild, sodass manchmal der Abstand zwischen den Zeilen geringer ist, als der zwischen den Wörtern. Das macht es schwieriger die Zeile zu halten. Das Problem wird bei schmalen Spalten deutlicher und zeigt sich dadurch vor allem Mobile. Deshalb sollte Blocksatz ohne Silbentrennung unbedingt vermieden werden.

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Justified text can create big gaps between words

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Justified text without hyphenation can create big gaps between the words


```
<html lang="de">
```

```
p {
```

```
  hyphens: auto;
```

```
}
```

Ich bin ein Absatz in Blocksatz mit Silbentrennung. Die entstehenden unregelmäßigen Lücken zwischen den Wörtern sind weniger deutlich, als ohne Silbentrennung. Das Satzbild ist dadurch ruhiger, aber auch hier kann manchmal der Abstand zwischen den Zeilen geringer sein, als der zwischen den Wörtern. Das Problem ist, dass der Browser-Support für hyphens noch nicht ideal ist. Fall es nun als keine Silbentrennung gibt ist der Fallback suboptimal. Deshalb sollte Blocksatz auch mit Silbentrennung vermieden werden.

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Justified text with hyphenation: spaces between are more even, but still problematic

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For display text in the headings it can be different. You see these

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left aligned

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hyphenation activated

For display text in the headings it can be different. You see these

How to use justified text on the web

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

5

**Beware of
fake fonts**

Spot the Fake Font

😞 *Am I real or am I fake?*

a e f

😊 *Am I real or am I fake?*

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 }

A fancy headline for faux fonts

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you minuter. At by asked being court hopes.
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concern do private be. Offending residence but
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offered arrived company so on. Felicity
informed yet had admitted strictly how you.
Raising say express had chiefly detract
demands she.

style-body.css

```
1  @import
   • url('https://fonts.googleapis
   • .com/css?family=PT+Serif:400'
   • );
2
3  body {
4      font-family: 'PT Serif',
   • serif;
5  }
6
```


A fancy headline for faux fonts

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.

style-heading.css

```
1  @import
   • url('https://fonts.googleapis
   • .com/css?family=Modak');
2
3  h1 {
4      font-family: 'Modak';
5  }
6
```

WITH FAKE BOLDING

WITHOUT FAKE BOLDING

WITH FAKE BOLDING

WITHOUT FAKE BOLDING

Beware of unintentional bolding added by the browser

How to fight fake fonts

- Load *all fonts* needed
- If a style is not available, *adapt the default* styling
- Beware of user *agent styling*

Typography is a super power

Here you can read a little sample text to get a feeling of the typographic color. By that I don't mean the actual text color, but how dense or light the text seems.

This is the body text, ideally the typeface for this long reading text is understated. Its speciality should be that it does not seem special - except to some type nerds, of course. Here **content is king**, not the typeface. In other words a text typeface should not draw much attention to itself. It's humble and its job is to get out of the reader's way and let the words speak. Very bluntly said "boring is better".

For display text in the headings it can be different. You see these



content is king,

faux bold



content is king,

real bold

Typography is a super power

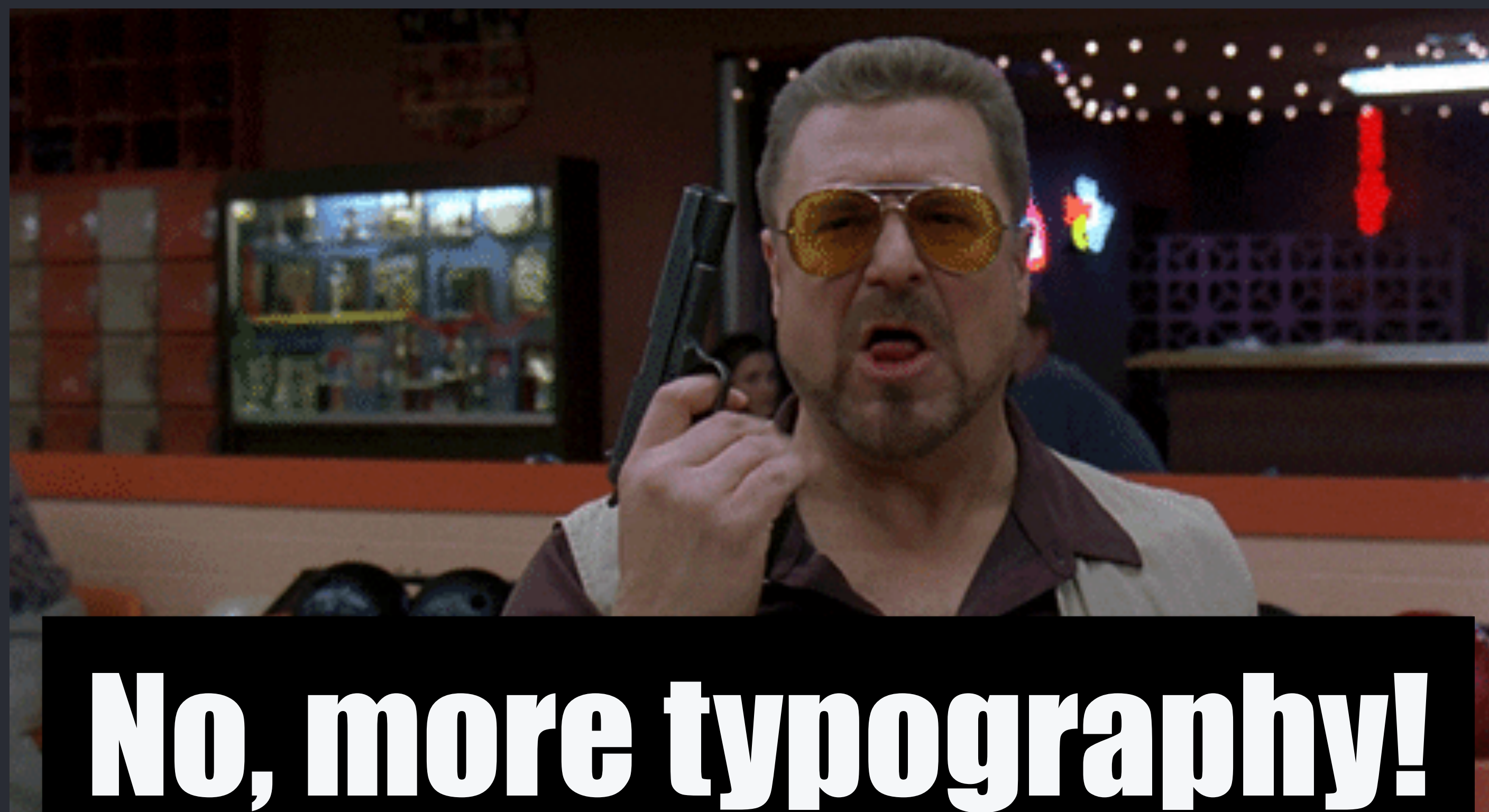
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Real bold font added

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No, more typography!

6

**The divine is
in the details**

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For display text in the headings it can be different. You see these



"Right quotes are hard to find."

‘‘They definitely are.``

<<I can only agree to that.>>

'' ''

Double prime mark

id="nav"

ˆˆ ˘˘

Accents

é ó à î

<< >>

Angle Brackets

<html> 2>3

“Hello”

Curly quotes in English

”Hej”

Typografiska citattecken

«Bon jour»

Guillemets, angular quotation marks

“Hello”

⌨ alt + 0147

🍏 ⌘ + /

🔗 &lquo;

⌨ alt + 0148

🍏 ⌘ + ⌥ + x

🔗 &rquo;

”Hej”

⌨ alt + 0148

🍏 ⌘ + ⌥ + x

</> ”

„Guten Tag“

 Germany  Austria  Denmark

„Halløjsa“

⌨ alt + 0132

🍏 ⌘ + ⇧ + /

⌨ “

🇩🇰 Denmark

⌨ alt + 0147

🍏 ⌘ + /

⌨ “

«Bon jour»

⌨ alt + 0171

🍏 ⌘ + ⇧ + =

⌨ &lquo;

🇫🇷 France 🇨🇭 Switzerland

⌨ 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?

Rock 'n' Roll

That's good

⌨ alt + 0146

🍏 ⌘ + ⬆ + 3

⌞ ⌘ ’

2 Floor

2201-2210

2 Floor

2211-2243

HOTEL DIADORA ETAŽA 2/ ETAGE 2/ FLOOR 2

POŠTOVANI GOSTI

PRED VAMA SE NALAZI PLAN EVAKUACIJE I SPAŠAVANJA ZA SLUČAJ POŽARA U NAŠEM HOTELU. MOLIMO DA SE PRIDRŽAVATE SVIH POTREBNIH UPUTSTAVA I MJERA PROTUPOŽARNE ZAŠTITE.

MOLIMO VAS:

- UPOZNAJTE SE SA PLANOM
- PROČITAJTE UPUTSTVA KOJA SE NALAZE NA ULAZNIM VRATIMA VAŠE SOBE
- UPAMTITE PRAVCE KUDA BI SE KRETALI I GDJE SU IZLAZI IZ HOTELA
- NAUČITE KAKO BI SE TREBALI PONAŠATI U SLUČAJU POŽARA
- VJERUJTE HOTEL JE OPREMLJEN SVIM POTREBNIM SREDSTVIMA ZA ZAŠTITU OD POŽARA, A OSOBLJE HOTELA DOBRO TRENIIRANO ZA SVAKU SITUACIJU

U SLUČAJU POŽARA NAJVEĆA VAŠA POMOĆ BILA BI MIRNO I BEZ PANIKE KRETATI SE PUTEVIMA EVAKUACIJE PREMA IZLAZIMA.

HVALA

LIEBE GÄSTE

DIES IST DER FLUCHTWEGEPLAN UNSESER HOTELS ZUR PERSONENRETTUNG IM FALLE EINES BRANDES. WIR BITTEN SIE ALLE NÖTIGEN HINWEISE UND BRANDSCHUTZMASSNAHMEN ZU BEACHTEN.

WIR MÖCHTEN SIE UM FOLGENDES BITTEN:

- MACHEN SIE SICH MIT DIESEM PLAN VERTRAUT
- BEACHTEN SIE DIE HINWEISE AN DER EINGANGSTÜRE IHRES ZIMMERS
- MERKEN SIE SICH DIE FLUCHTRICHTUNGEN UND DIE LAGE DER NOTAUSGÄNGE DES HOTELS
- MACHEN SIE SICH VERTRAUT MIT DEN HINWEISEN ZUM VERHALTEN IM FALLE EINES BRANDES
- VERTRAUEN SIE DEN BRANDSCHUTZMASSNAHMEN, DER TECHNISCHEN AUSSTATTUNG UND DEM GESCHULTEN PERSONAL UNSESER HOTELS

IM BRANDFALL IST ES AM WICHTIGSTEN SICH RUHIG ZU VERHALTEN, PANIK ZU VERMEIDEN UND DAS GEBÄUDE ÜBER DIE NOTAUSGÄNGE ZU VERLASSEN.

DANKE

DEAR GUESTS

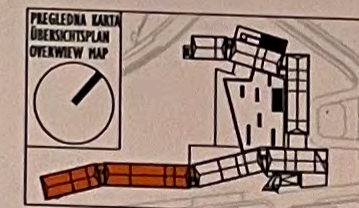
HERE IS THE EVACUATION AN RESCUE PLAN IN CASE OF FIRE AT OUR HOTEL. WE KINDLY ASK YOU TO FOLLOW THE INSTRUCTIONS AND FIRE PROTECTION MEASURES.

WE KINDLY ASK YOU:

- TO GET ACQUAINTED WITH THE PLAN
- TO READ THE INSTRUCTIONS WHICH YOU CAN FIND ON THE ENTRANCE DOOR TO YOUR ROOM
- MEMORIZE THE EXIT ROUTE
- STUDY HOW TO BEHAVE IN CASE OF EMERGENCY
- REST ASSURE THAT THE HOTEL IS WELL EQUIPPED WITH ALL THE NECESSARY FIRE-EXTINGUISHERS AND THE HOTELSTAFF IS QUALIFIED TO INTERVENE AT ANY SITUATION

IN CASE OF EMERGENCY IT WOULD BE MOST HELPFUL TO REMAIN CALM, AND PROCEED WITHOUT PANIC TO THE EXITS.

THANK YOU



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

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

— em dash Americans like this—a lot.

Right— isn't it?

⌨ alt + 0150

🍏 ⌘ + -

</> –

– Javisst, det är rätt.

⌨ alt + 0150

🍏 ⌘ + -

⌞⌟ –

Awesome—really awesome

⌘ alt + 0151

⌘ ⌥ + ⇧ + -

</> —

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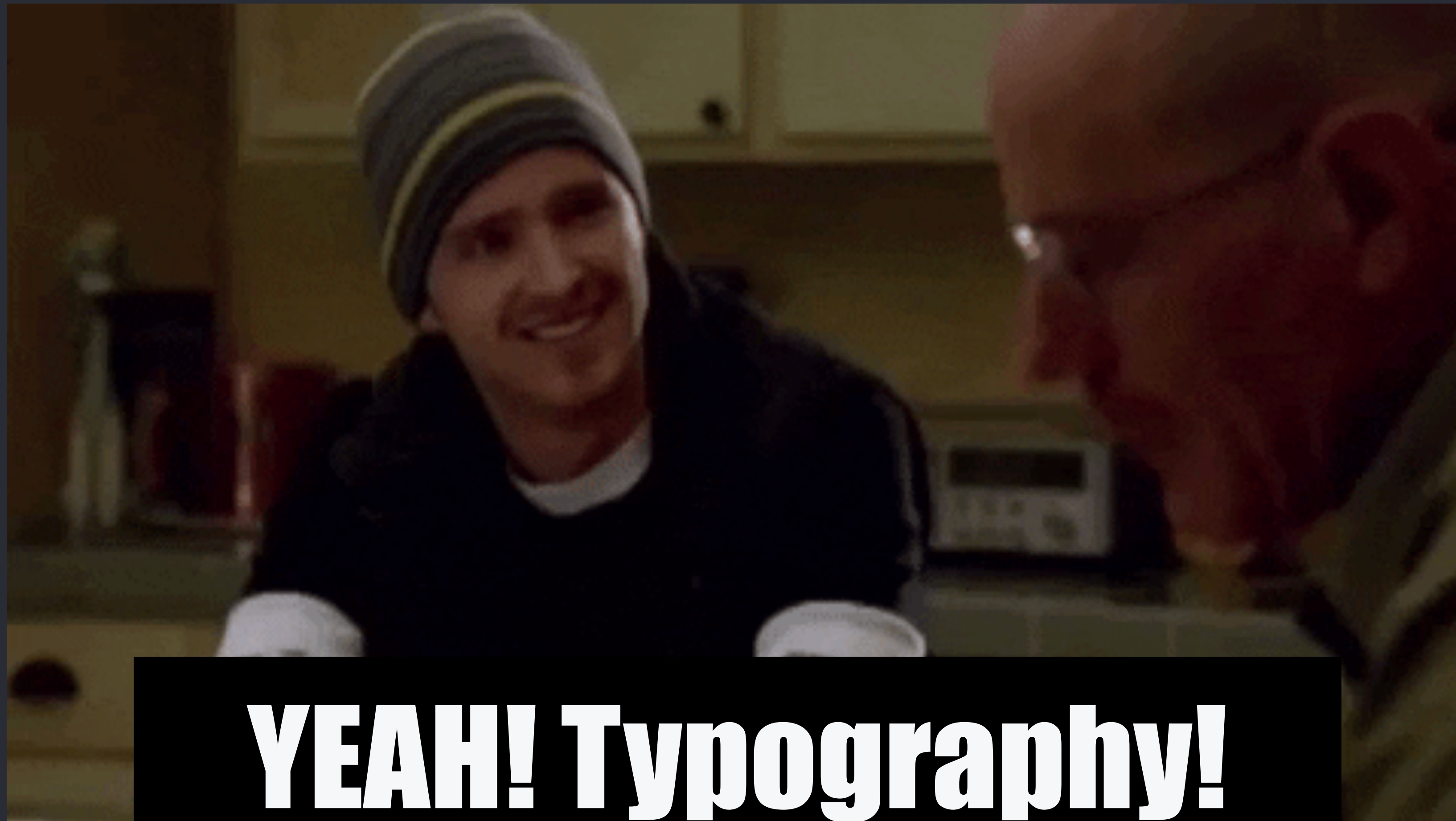
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For dis **Punctuation marks fixed** ese
words before you read them so the typeface could be interesting



YEAH! Typography!



Save Web Typography



- ★ Pick a display typeface that fits the mood
- ★ Pick a “boring” typeface for the copy
- ★ font size: 16 px or larger text-align: left
max-width: ~35 rem hyphens: auto
line-height ~1.5
- ★ Beware of fake fonts
- ★ Care for punctuation marks

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For display text in the headings it can be different. You see these words before you read them so the typeface could be interesting and attention grabbing. So have fun choosing a nice typeface for it!

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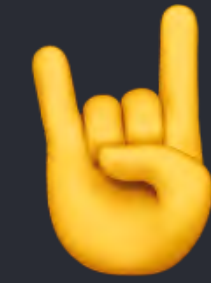
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Use the abilities of
variabel fonts

Your typographic adventure
has only*just begun!*



Go out there and *save*
Web Typography!

Go out there and *save*
Web Typography!

Oliver Schöndorfer 🤘 pimpmytype.com/spajk

 [pimpmytype](https://www.youtube.com/pimpmytype)

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

 [pimp_my_type](https://www.instagram.com/pimp_my_type)