

# The *invisible Power* of UI Typography

*Type* is everywhere

***live***

**How can you make**  
*Type work* **for you?**



**Come on, typography dude,  
but it's only *a little text!***



LinkedIn  
Sales Navigator





What are you looking for?



★★★★★



★★★★★



★★★★★

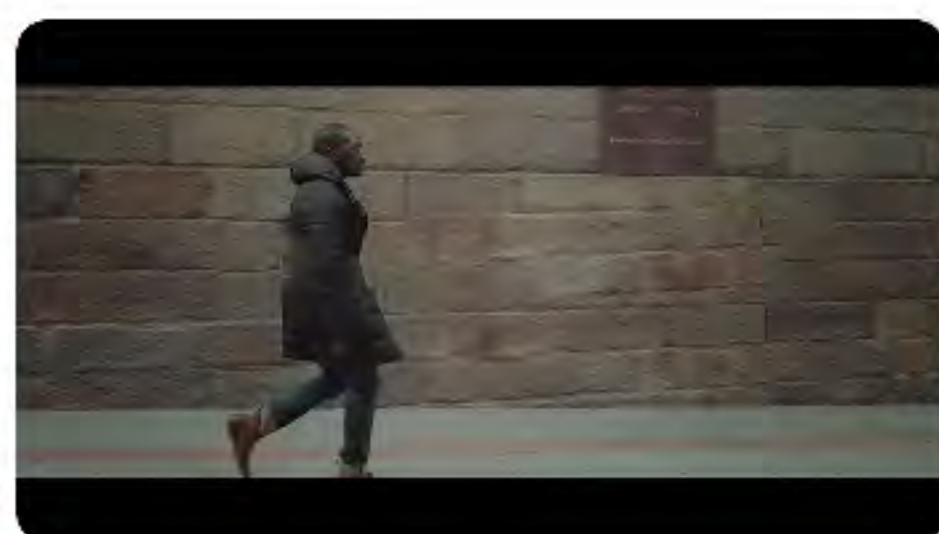
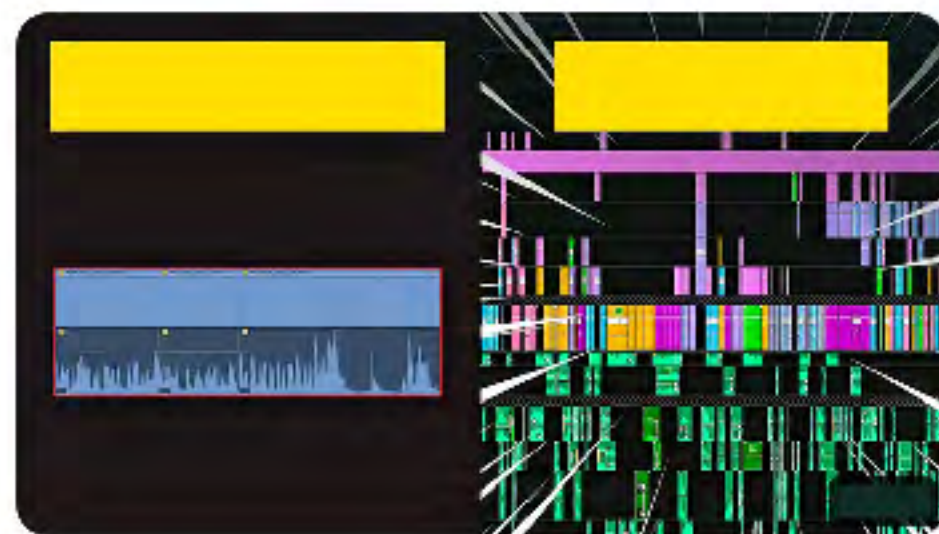
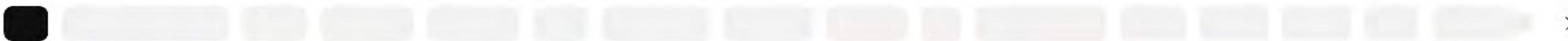


★★★★★











*When Typography  
becomes brutally  
VISIBLE*



Bitte seien Sie achtsam!

Gestern

[English Version](#)

Geben Sie nur die Aufträge frei, die Sie selbst angelegt haben und tatsächlich auch durchführen wollen. Wir werden Sie niemals telefonisch zur Freigabe von (Echtzeit-)Überweisungen oder zur Stornierung von Aufträgen auffordern.

[Aktuelle Phishing-Beispiele](#)  
[Mehr erfahren](#)

Ihr Internetbanking-Team

Nachricht gelesen

[Abmelden](#)



# Too light text

Menü

Login

Suche

SCHLADMING  
DACHSTEIN

Tagesskipässe

Mehrtageskipässe

Einzelfahrten

# Tagesskipässe

Ski amadé: Nebensaison Start & Finale  
bis 23.12.2022 und ab 18.03.2023

## Tagesskipässe Ski amadé

bis 23.12.2022 und ab 18.03.2023

Hauser Kaibling, Planai,  
Hochwurzen, Reiteralp,  
Dachstein Gletscher, Skiregion  
Ramsau, Galsterberg und  
Fageralm

→

Erwachsene

Online-Frühbucher-Preis



Inappropriate typefaces



www.elga-online.gv.at/web-g...

EDP-510

21.05.2025, 16:54 Uhr

elga

Mein e-Impfpass

CDA anzeigen

PDF anzeigen

Einträge

Influenza ('echte Grippe')	1 4 . N o v . 2 0 2 3	Impfstoff : VAXIGRI P TET RA FSP R C.K	C h . N . X 3 E 6 8 1 V	Au ffri sc hu ng . un be ka nn te s Im pf sc he m a	Dr. m ed . Da ni el Kli ck Dr. m ed . Da ni el Kli ck
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Um PDF-Dokumente betrachten zu können, benötigen Sie einen [PDF-Reader](#).

# Typographic rampage

**Oliver Schöndorfer**  
Typography Consultant & UI Designer



Helping you *boost UX* with the  
power of typography!



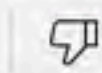


#typography  
**Font Matrix – See and Pair Typefaces Like Never Before**

**Pimp my Type**  
3320 Abonnenten

Abonniert

187



Teilen

Clip

Speichern



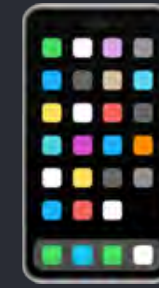
1833 Aufrufe vor 6 Monaten  
Pairing Typefaces like a Pro – Online Course:  
<https://pairingtype.pro>  
Mehr ansehen

Chatwiedergabe anzeigen

Alle Aus deiner Suche Kürzlich hochgeladen

- Font Follows Function**  
✓ A Checklist  
8:11  
Check these 5 things before choosing a font – Font Follow...  
Pimp my Type  
1256 Aufrufe · vor 1 Jahr
- 5G SUCKS**  
13:34  
My Tech Hot Takes!  
Marques Brownlee  
1,6 Mio. Aufrufe · vor 1 Tag  
Neu
- Classifying and Pairing Typefaces differently**  
with Indra Kupferschmid  
Author & Typography Professor  
59:46  
Classifying & Pairing Typefaces with Indra Kupferschmid  
Pimp my Type  
565 Aufrufe · vor 6 Monaten
- agall**  
Typefaces for long reading text  
6:39  
Body Text – How to Choose a Proper Typeface?  
Pimp my Type  
2914 Aufrufe · vor 1 Jahr
- TREND TRANSFEINDLICH**  
22:30  
Wer in Deutschland gegen trans Menschen hetzt | ZDF Magazi...  
ZDF MAGAZIN ROYALE  
1,3 Mio. Aufrufe · vor 3 Tagen  
Neu
- CHAOS IM STAATS-TV**  
Fake News  
9:42  
Das Mobilisierungs-Desaster: Wie Putin seine Propagandiste...  
ARTEde  
637.463 Aufrufe · vor 2 Wochen
- Font follows feeling**  
Sans-Serif Script Handwritten Slab Serif DISPLAY  
7:34  
Font Follows Feeling – A brief type classification and the...  
Pimp my Type  
2927 Aufrufe · vor 1 Jahr





The interface *is* the product.

**Shape**

**Content**

**Function**

**Schreib**  
**Schreib**

**Type**



*We belong together*

Style Script by Robert Leuschke

*We Belong Together*

Grenze Gotisch by Omnibus-Type

*We belong together*

Banshee by Tim Donaldson

**Font choice**

**Sizes**

**Success**

**Personality**

**Hierarchy**

**Accessibility**

**Spacing**

**Contrast**



**Font choice**

**Sizes**

**Success**

**Personality**

**Hierarchy**

**Accessibility**

**Spacing**

**Contrast**





**Font choice**

**Hierarchy**

**Sizes Contrast Spacing**





Personality  
Accessibility  
Successful

## Overview



€ 6,753.54  
Current Balance

Send Money

Add Money

### Earlier this week

The Grocery King  
13 Mar  
–€ 128.84

Cinema Paradiso Baden  
12 Mar  
–€ 12.80

YT Ad Revenue  
12 Mar  
€ 2,235.43

### Earlier this month

The Bakery Around the Corner  
08 Mar  
–€ 3.20

Erich Spickermann  
05 Mar  
€ 20.50

### February

Super Type Foundry  
27 Feb  
–€ 150.00

Overview



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February

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-€ 150.00



# Font Choice

**Small sizes**

**Tough conditions**

**Dynamic content**

# Dyngimabesidents

# UI Fonts









# Good Afternoon

Roboto

Androids default font



# Good Afternoon

Titilium Web



Good Afternoon

Signika



Give me a suggestion for an interesting friendly font for UI design

Overview



€ 6,753.54  
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08 Mar

Erich Spickermann                € 20.50  
05 Mar

February

Super Type Foundry               -€ 150.00  
27 Feb

Pick the right category



Sans



Slab



Serif

# Strokes are even with little contrast



calm

Nunito  
Very even strokes



calm

Right Grotesk  
Contrasting ink traps



calm

Playfair Display  
Too contrasting

# Letter shapes are open

~

esca

Inter  
Quite closed shapes

✓

esca

Fira Sans  
Very open shapes

×

esca

Neue Helvetica  
Closed shapes



**Letter shapes are open**

esca

esca

**Letter shapes are open**



esca

Fira Sans is more legible  
in small sizes



esca

Neue Helvetica is harder  
to read in small sizes

# Letterforms are easy to distinguish



I l 1

IBM Plex Sans  
very distinct characters



l l l

Gill Sans  
All the same shapes



l l 1

SF Pro  
More disitinct

① Megatypos

② Megatypos

③ Megatypos

④ Megatypos

1 Megatypos

Brandon Text might work

2 *Megatypos*

Newsreader is too busy and classy

3 Megatypos

Rubik might work

4 *Megatypos*

Messapia – come on – too crazy!

Overview



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# Font Friday Archive

## fontfriday.com

## Font Friday

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

### Geologica is clean with a warm touch

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

#### Geologica

Sans-serif Free Font

### Ella is historic in a contemporary, quite flashy way

4

#### Ella

Display

### Bricolage has charm

This is the body text for this long reading. Its speciality should be that it does not seem special, except to some type

#### Bricolage Gr

Sans-serif Free

### SEARCH LOOKS BLAZING & BOLD

### Intel One Mono seems expressive & legible

### Self Mod classical

# Hierarchy

Overview

€ 6,753.54

Current Balance

Send Money

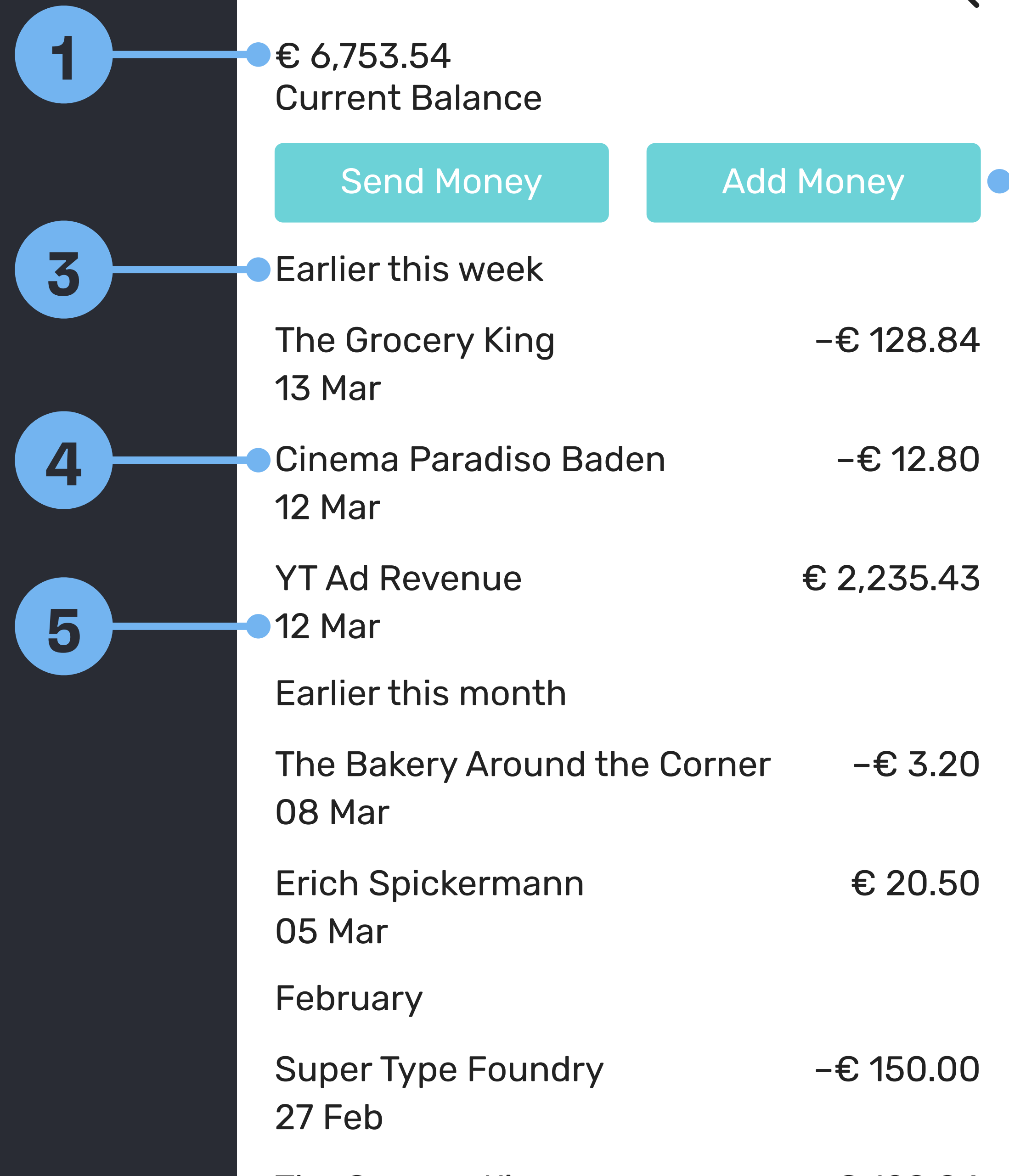
Add Money

Earlier this week		
The Grocery King		-€ 128.84
13 Mar		
Cinema Paradiso Baden		-€ 12.80
12 Mar		
YT Ad Revenue		€ 2,235.43
12 Mar		
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08 Mar		
Erich Spickermann		€ 20.50
05 Mar		
February		
Super Type Foundry		-€ 150.00
27 Feb		



What is *most important*  
in this view?

# Hierarchy levels





Overview		🔍
€ 6,753.54		
Current Balance		
<div>Send Money</div>		<div>Add Money</div>
Earlier this week		
The Grocery King	–€ 128.84	
13 Mar		
Cinema Paradiso Baden	–€ 12.80	
12 Mar		
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08 Mar		
Erich Spickermann	€ 20.50	
05 Mar		
February		
Super Type Foundry	–€ 150.00	
27 Feb		

# Hierarchy

## by size & weight

17 pt (body)  
15–17 pt are ideal

34 pt  
Regular

17 pt  
SemiBold

Overview

€ 6,753.54

Current Balance

Send Money

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27 Feb

–€ 150.00

# Hierarchy by size & weight

17 pt (body)  
15–17 pt are ideal



# Hierarchy by size & weight

15 pt  
Regular

14 pt  
Regular

## Overview



€ 6,753.54

Current Balance

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The Grocery King  
13 Mar  
-€ 128.84

#003471

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08 Mar  
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05 Mar  
€ 20.50

### February

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27 Feb  
-€ 150.00

#222222

# Hierarchy by color

#80888F

Overview

€ 6,753.54

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13 Mar

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Earlier this month

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08 Mar

–€ 3.20

Erich Spickermann

05 Mar

€ 20.50

February

Super Type Foundry

27 Feb

–€ 150.00

The Grocery King

26 Feb

–€ 128.84

! a11y alert !

#80888F

Overview

€ 6,753.54

Current Balance

Send Money

Add Money

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The Grocery King

13 Mar

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08 Mar

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Erich Spickermann

05 Mar

€ 20.50

February

Super Type Foundry

27 Feb

–€ 150.00

The Grocery King

26 Feb

–€ 128.84

! a11y alert !

3.59:1

✖ AA 4.5:1



#74777A

#80888F

Overview

€ 6,753.54

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Send Money

Add Money

Earlier this week

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27 Feb

–€ 150.00

The Grocery King

13 Mar

–€ 128.84

! a11y alert !

4.5:1

✓ AA 4.5:1



**WCAG ya'II!**



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- 0.2 WCAG 2 Layers of Guidance
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- 0.5 Comparison with WCAG 2.0
  - 0.5.1 New Features in WCAG 2.1
  - 0.5.2 Numbering in WCAG 2.1
  - 0.5.3 Conformance to WCAG 2.1
- 0.6 Later Versions of Accessibility Guidelines

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  - 1.1.1 Non-text Content
- 1.2 Time-based Media
  - 1.2.1 Audio-only and Video-only (Prerecorded)
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  - 1.3.1 Info and Relationships
  - 1.3.2 Meaningful Sequence

# Web Content Accessibility Guidelines (WCAG) 2.1

W3C Recommendation 05 June 2018

**This version:**

<https://www.w3.org/TR/2018/REC-WCAG21-20180605/>

**Latest published version:**

<https://www.w3.org/TR/WCAG21/>

**Latest editor's draft:**

<https://w3c.github.io/wcag/21/guidelines/>

**Implementation report:**

<https://www.w3.org/WAI/WCAG21/implementation-report/>

**Previous version:**

<https://www.w3.org/TR/2018/PR-WCAG21-20180424/>

**Previous Recommendation:**

<https://www.w3.org/TR/2008/REC-WCAG20-20081211/>

**Editors:**

[Andrew Kirkpatrick](#) (Adobe)  
[Joshue O Connor](#) (Invited Expert, InterAccess)  
[Alastair Campbell](#) (Nomensa)  
[Michael Cooper](#) (W3C)

**WCAG 2.0 Editors (until December 2008):**

Ben Caldwell (Trace R&D Center, University of Wisconsin-Madison)  
 Loretta Guarino Reid (Google, Inc.)  
 Gregg Vanderheiden (Trace R&D Center, University of Wisconsin-Madison)  
 Wendy Chisholm (W3C)  
 John Slatin (Accessibility Institute, University of Texas at Austin)  
 Jason White (University of Melbourne)

Please check the [errata](#) for any errors or issues reported since publication.

See also [translations](#).





**Lawyer UP!**

# 1. Guideline: Perceivable

Information and user interface components must be presentable to users in ways *they can perceive*.



# Success Criteria

1.4.1 Use of Color

1.4.3 Contrast (*Minimum*)

Overview



€ 6,753.54

Current Balance

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Add Money

Earlier this week

The Grocery King -€ 128.84  
13 Mar

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27 Feb

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YT Ad Revenue

€ 2

12 Mar

**Earlier this month**

The Bakery Around the Corner

08 Mar

Erich Spickermann

05 Mar

**February**

Super Type Foundry

–€

27 Feb

font-weight: 400

letter-spacing: 0

YT Ad Revenue

€ 2

12 Mar

**Earlier this month**

The Bakery Around the Corner

08 Mar

Erich Spickermann

05 Mar

**February**

Super Type Foundry

–€

27 Feb

font-weight: 400

letter-spacing: 0

YT Ad Revenue

€ 2

12 Mar

**Earlier this month**

The Bakery Around the Corner

08 Mar

Erich Spickermann

05 Mar

**February**

Super Type Foundry

–€

27 Feb

font-weight: 450  
letter-spacing: 1%



## Overview



# € 6,753.54

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13 Mar  
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05 Mar  
€ 20.50

### February

Super Type Foundry  
27 Feb  
-€ 150.00

# Hierarchy by color contrast

1.77:1

✖ AA 4.5:1

## Overview



€ 6,753.54

Current Balance

Send Money

Add Money

### Earlier this week

The Grocery King

–€ 128.84

13 Mar

Cinema Paradiso Baden

–€ 12.80

12 Mar

YT Ad Revenue

€ 2,235.43

12 Mar

### Earlier this month

4.51:1

✓ AA 4.5:1

## Overview



€ 6,753.54

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–€ 128.84

13 Mar

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€ 2,235.43

12 Mar

### Earlier this month

4.51:1

✓ AA 4.5:1

## Overview



€ 6,753.54

Current Balance

Send Money

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10.6:1

✓ AA 4.5:1

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font-weight: 400

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Earlier this month



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Earlier this month

Overview



€ 6,753.54

Current Balance

SEND MONEY

ADD MONEY



Too cramped?

Earlier this week

The Grocery King

13 Mar

-€ 128.84

Cinema Paradiso Baden

12 Mar

-€ 12.80

YT Ad Revenue

12 Mar

€ 2,235.43

Earlier this month





...FLORAE ET LUCILLAE  
...SUA PATRONIS  
...A SE DICATUM  
...AD SACRA FACIENDA  
...AUXIT ORNAVITQ.  
...ANNO MDLXXIII

...CUPULA CANUNTUR  
INTERMITTUNT DEVOTIQUE GRAVERINT  
IN SINGULAS QUIBUS ID EGERT VICES  
SEPTIM ANNO ET TOTIDEM QUADRI VICES  
DE INIUNCTIS HIS SEU ALIAS QUOMODOLIBET DEBITIS POENITENTIS  
IN FORMA ECCLESIAE CONSUETA  
MISERICORDITER IN DOMINO RELAXAVIT



FRANCISCUS





FRANCISCUS



FRANCISCVS



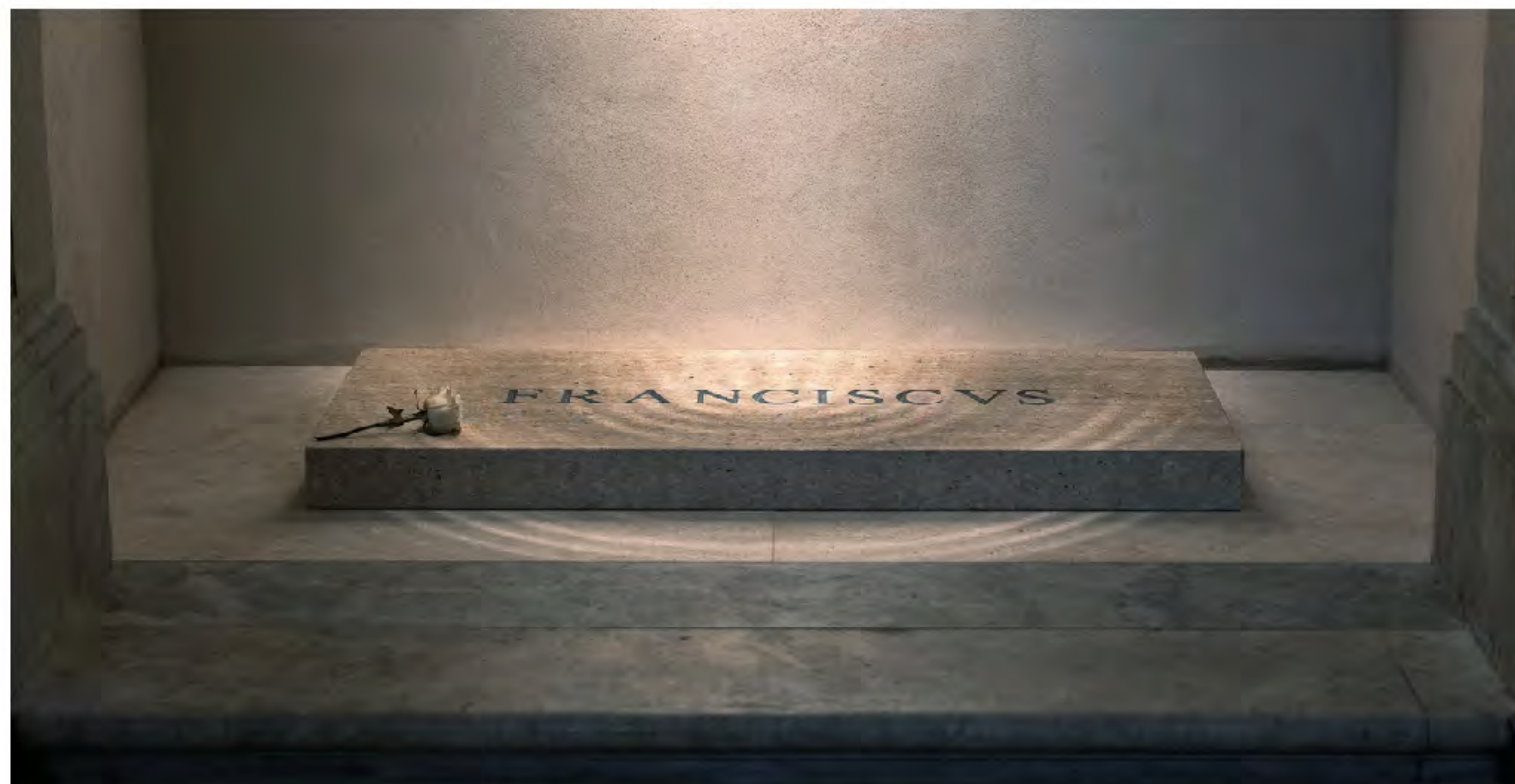
[LOGIN](#)**FASTCOMPANY**[SUBSCRIBE](#)

04-28-2025 | DESIGN

# The kerning on the pope's tomb is a travesty

It's an unfortunate resting place for an individual who leaves a rich legacy. Luckily, the legacy is a lot more important.

SHARE



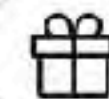


## *Designers Do a Double Take at the Lettering on Pope Francis' Tombstone*

Irregularly spaced letters spelling “F R A N C I S C V S” have caused a stir among typography nerds who specialize in spacing and fonts. One called them “an abomination unto design.”



Listen to this article · 4:37 min [Learn more](#)



Share full article





INTERNATIONAL >

30. April 2025,  
11:27 Uhr

f

x

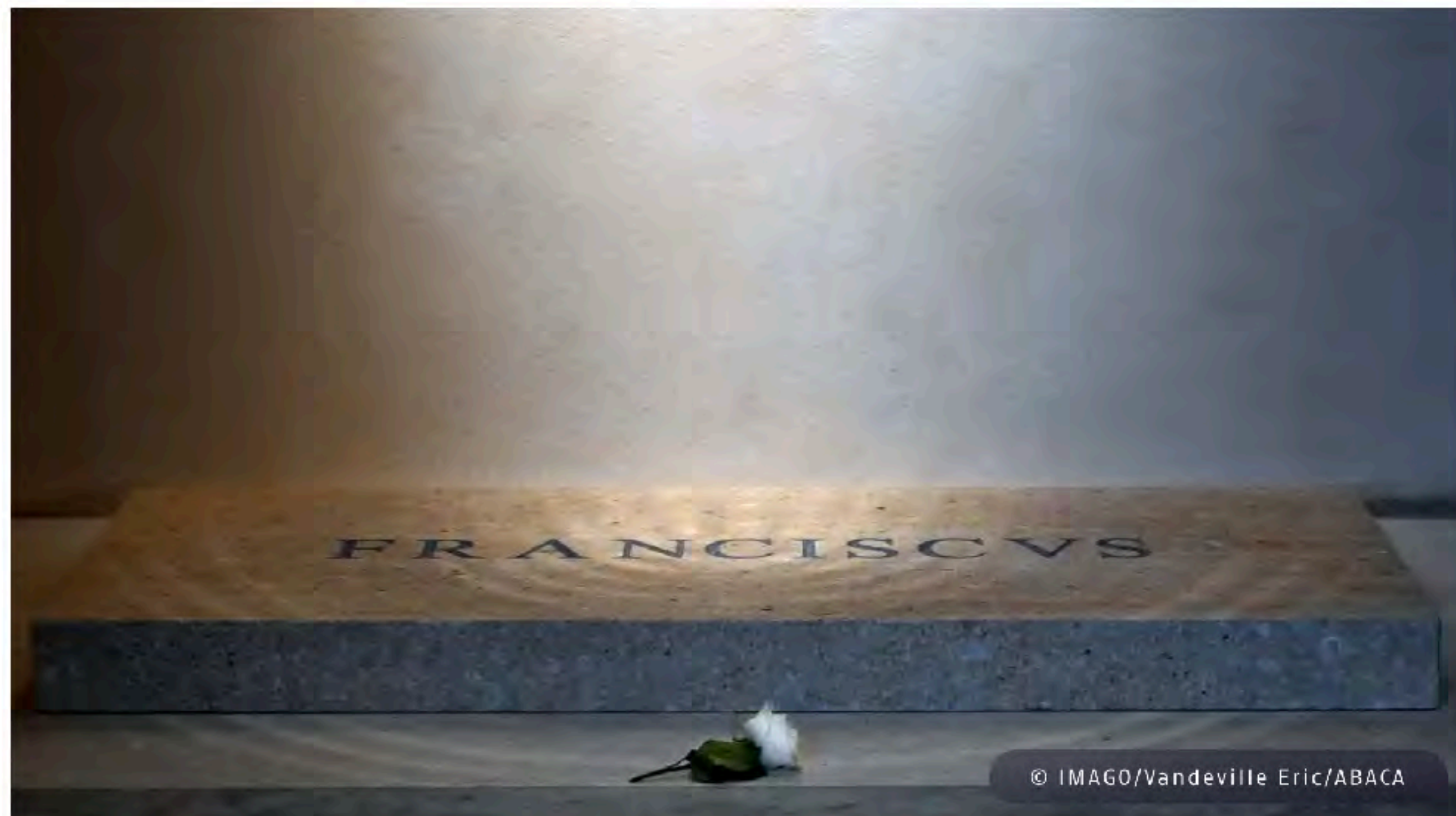
🔗

BASILIKA SANTA MARIA MAGGIORE

## Grabstein von Papst Franziskus enthält peinlichen Fehler

Seit dem Begräbnis am Samstag strömen Menschen zum Grab des Papstes. Die Inschrift lässt einige Besucher allerdings irritiert zurück.

☰ IN KÜRZE



Die Inschrift am Grabstein  
sorgt für Diskussionen



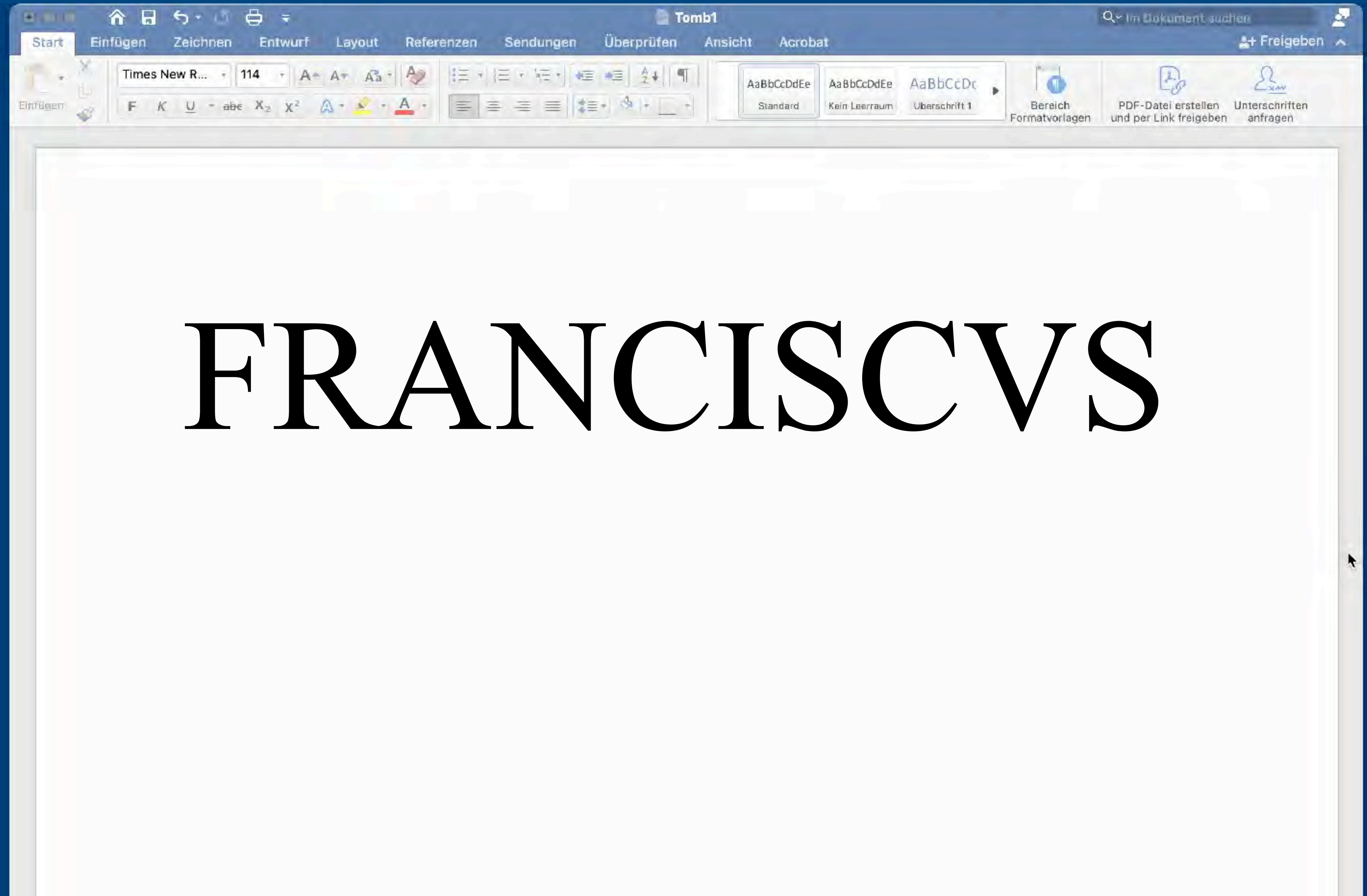


OPUS  
CELESTIS  
DEI  
GENITRICIS  
IMAGINEM  
EXIMIAM  
INIMPLORARE  
SEDEM  
ATQVE  
EXIMIAM  
TRANSITUM  
PONTIFICATUM









Macintosh HD



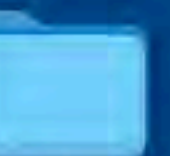
Tomb1



vision board



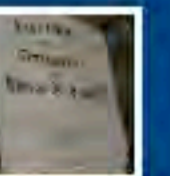
ui typography



Papyrus forever



CSS



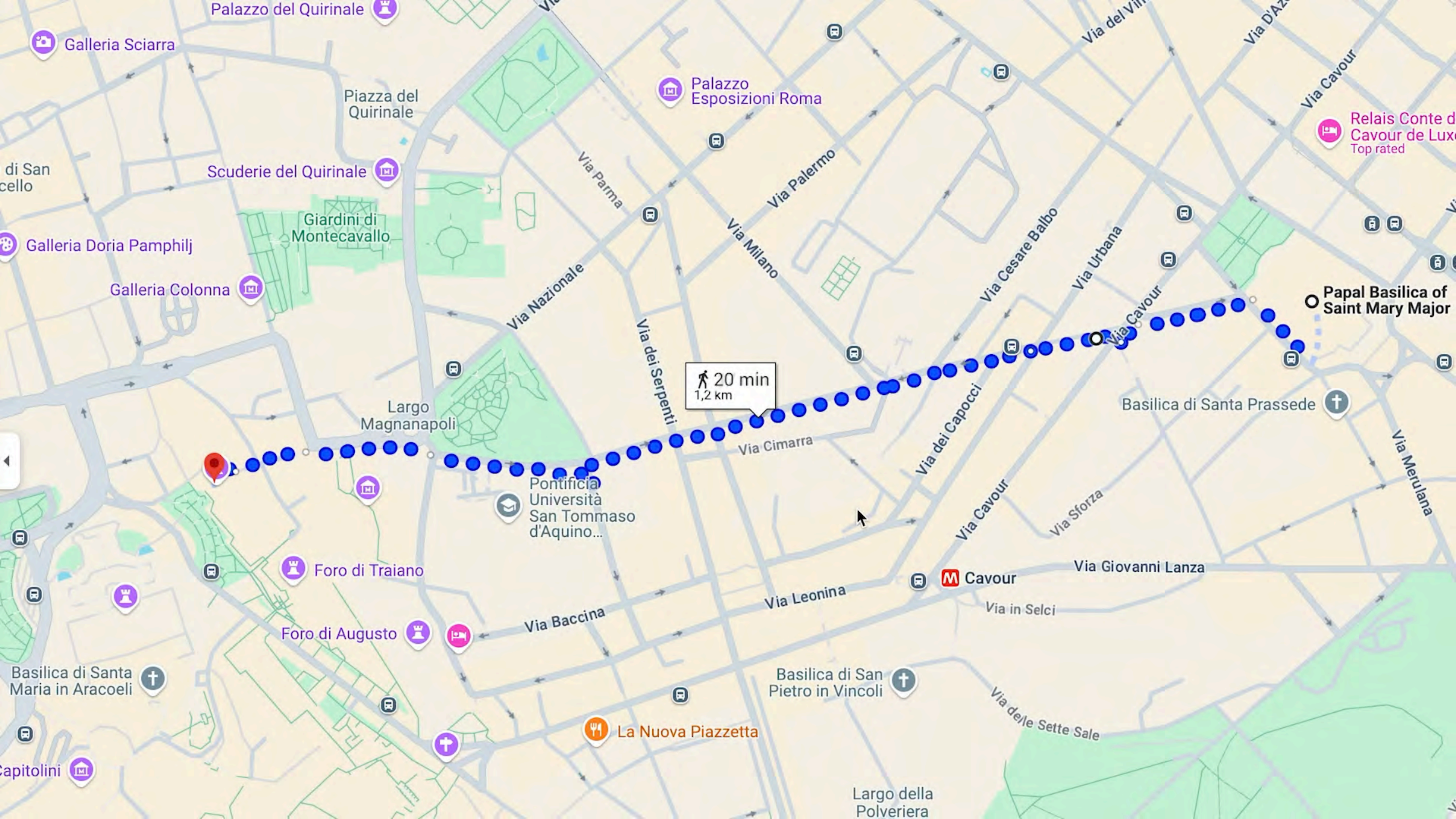
Taylor Swift





SENATVS POPV  
IMP CAESARIDI  
TRAIANO AVG C  
MAXIMO TRIB PO  
ADDECLARANDVM  
MONSETLOCVSTAN







FRANCISCVS



FRANCISCVS

FRANCISCVS



FRANCISCVS



## Overview



# € 6,753.54

Current Balance

SEND MONEY

ADD MONEY

### Earlier this week

The Grocery King

13 Mar

–€ 128.84

Cinema Paradiso Baden

12 Mar

–€ 12.80

YT Ad Revenue

12 Mar

€ 2,235.43

### Earlier this month

Letter spacing: 0%  
Kerning: off



## Overview



# € 6,753.54

Current Balance

SEND MONEY

ADD MONEY

### Earlier this week

The Grocery King

13 Mar

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12 Mar

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YT Ad Revenue

12 Mar

€ 2,235.43

### Earlier this month

Letter spacing: 5%  
Kerning: on

Overview



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Cinema Paradiso Baden

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12 Mar

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12 Mar

Earlier this month



Overview



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12 Mar

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12 Mar

Earlier this month

The Bakery Around the Corner -€ 3.20  
08 Mar

Erich Spickermann € 20.50  
05 Mar

February

Super Type Foundry -€ 150.00  
27 Feb

The Grocery King -€ 128.84

# Spacing





**The final Frontier**





## ENTERPRISE BINGO

**RULES:**  
COMPLETE 10 ITEMS FROM THE LIST BELOW  
DON'T GET CAUGHT!

- ☐ USE TRANSPORTER TO REFLAVOR GUM
- ☐ PHASER STUN DUEL
- ☐ TURBOFT TWO FLOOR SHOUT CHALLENGE
- ☐ SET THE UNIVERSAL TRANSLATOR TO ANDORIAN
- ☐ GRAVITY BOOT HANG CHALLENGE
- ☐ MEDICAL tricorder CHALLENGE  
VULCAN MARJUAL
- ☐ FOOD REPLICATOR CHALLENGE  
DURIAN FRUIT
- ☐ SNEAK A TREBLE INTO THE TRANSPORTER BUFFER
- ☐ SIT IN THE CAPTAIN'S CHAIR
- ☐ EV SUIT CHALLENGE  
UNSANCTIONED SPACE WALK
- ☐ SIGN THE SCORCH



# ENTERPRISE BINGO

**RULES:**  
COMPLETE 10 ITEMS FROM THE LIST BELOW  
DON'T GET CAUGHT!

- ☐ USE TRANSPORTER TO REFLAVOR GUM
- ☐ PHASER STUN DUEL
- ☐ TURBOFT TWO FLOOR SHOUT CHALLENGE
- ☐ SET THE UNIVERSAL TRANSLATOR TO ANDORIAN
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- ☐ MEDICAL tricorder CHALLENGE  
VULCAN MARUPAL
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DURIAN FRUIT
- ☐ SNEAK A TREBLE INTO THE TRANSPORTER BUFFER
- ☐ SIT IN THE CAPTAIN'S CHAIR
- ☐ EV SUIT CHALLENGE  
UNSANCTIONED SPACE WALK
- ☐ SIGN THE







# Unclear relations

Groups are little obvious.

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# Unclear relations

Groups are little obvious.

Overview

Q

12 px

€ 6,753.54

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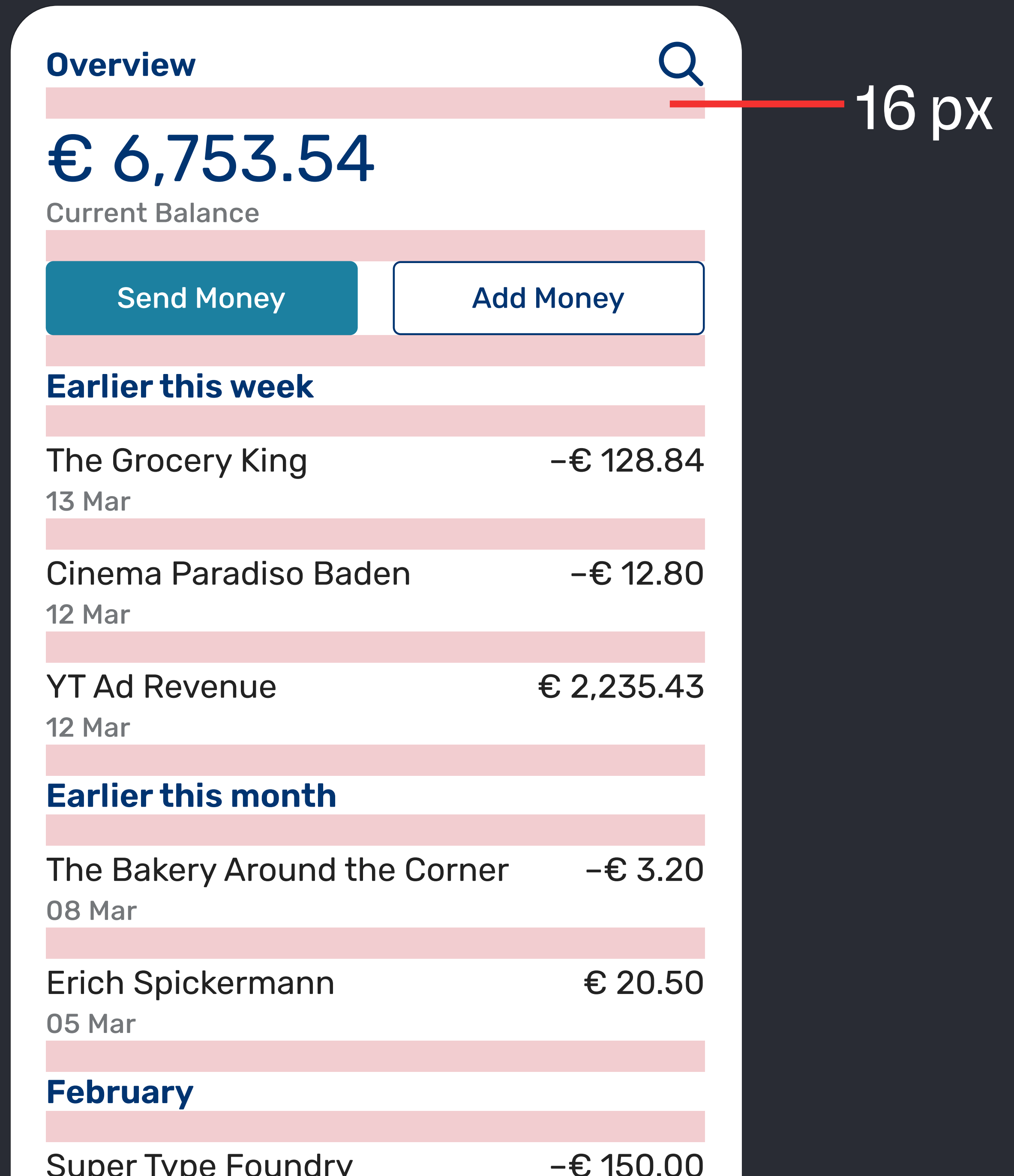
27 Feb

–€ 150.00



**Increase spacing**  
while setting a base unit.

**16 px**



# Create connections

Set elements closer, that belong to one group.

Add space around groups to clearly distinguish them.

## Overview



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12 Mar

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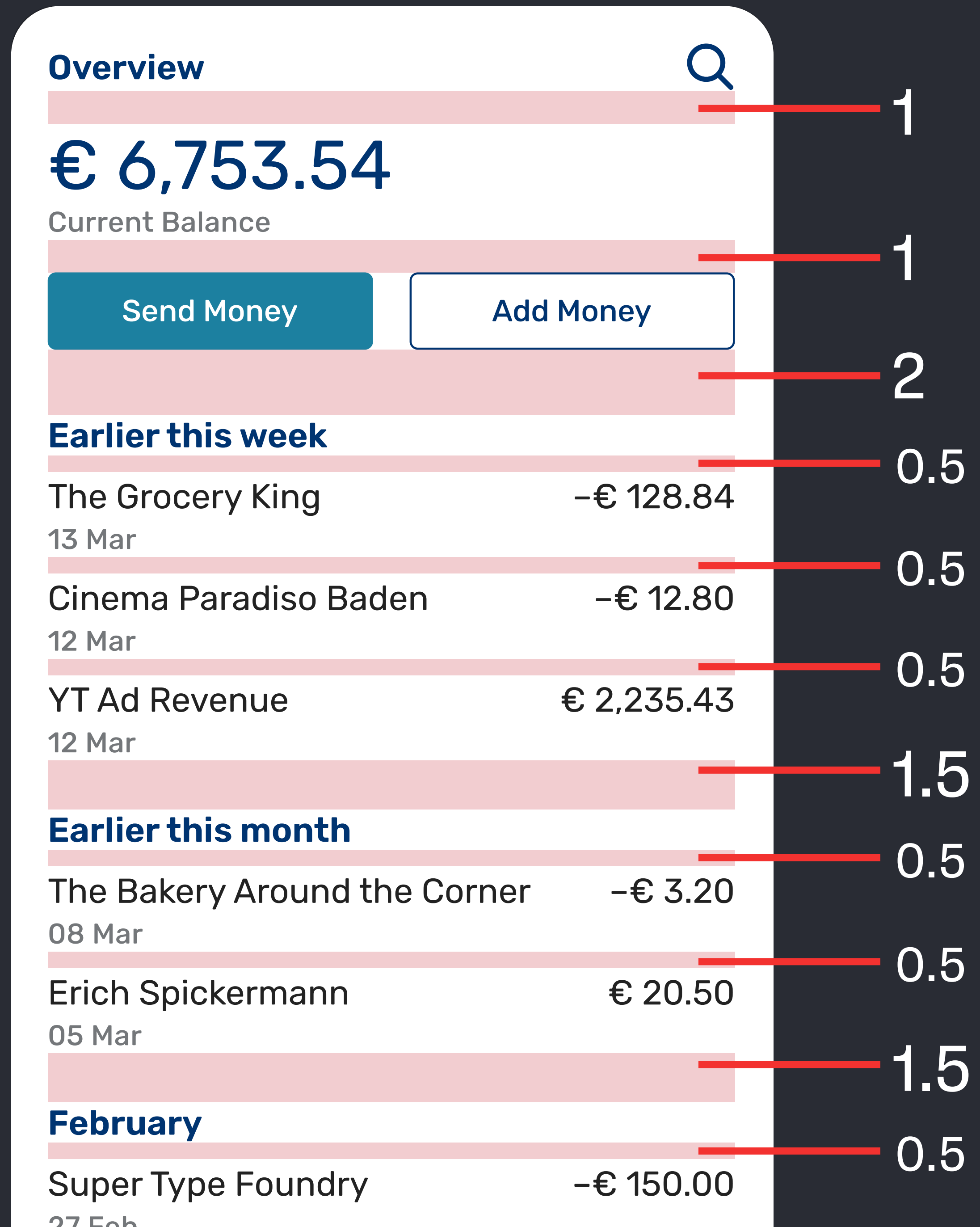
27 Feb

–€ 150.00

# Create connections

Spacing based on multiples or fractions of the base unit.

# 16 px = 1





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Before

Overview

Q

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Overview



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# Final polish

## Overview



€ 6,753.54

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05 Mar

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Super Type Foundry -€ 150.00

27 Feb

# Final polish

Overview	
<div>€ 6,753.54</div> <div>Current Balance</div>	
Send Money	Add Money
Earlier this week	
The Grocery King	-€ 128.84
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Medium  
weight increased

Highlighted  
with bg color



Overview



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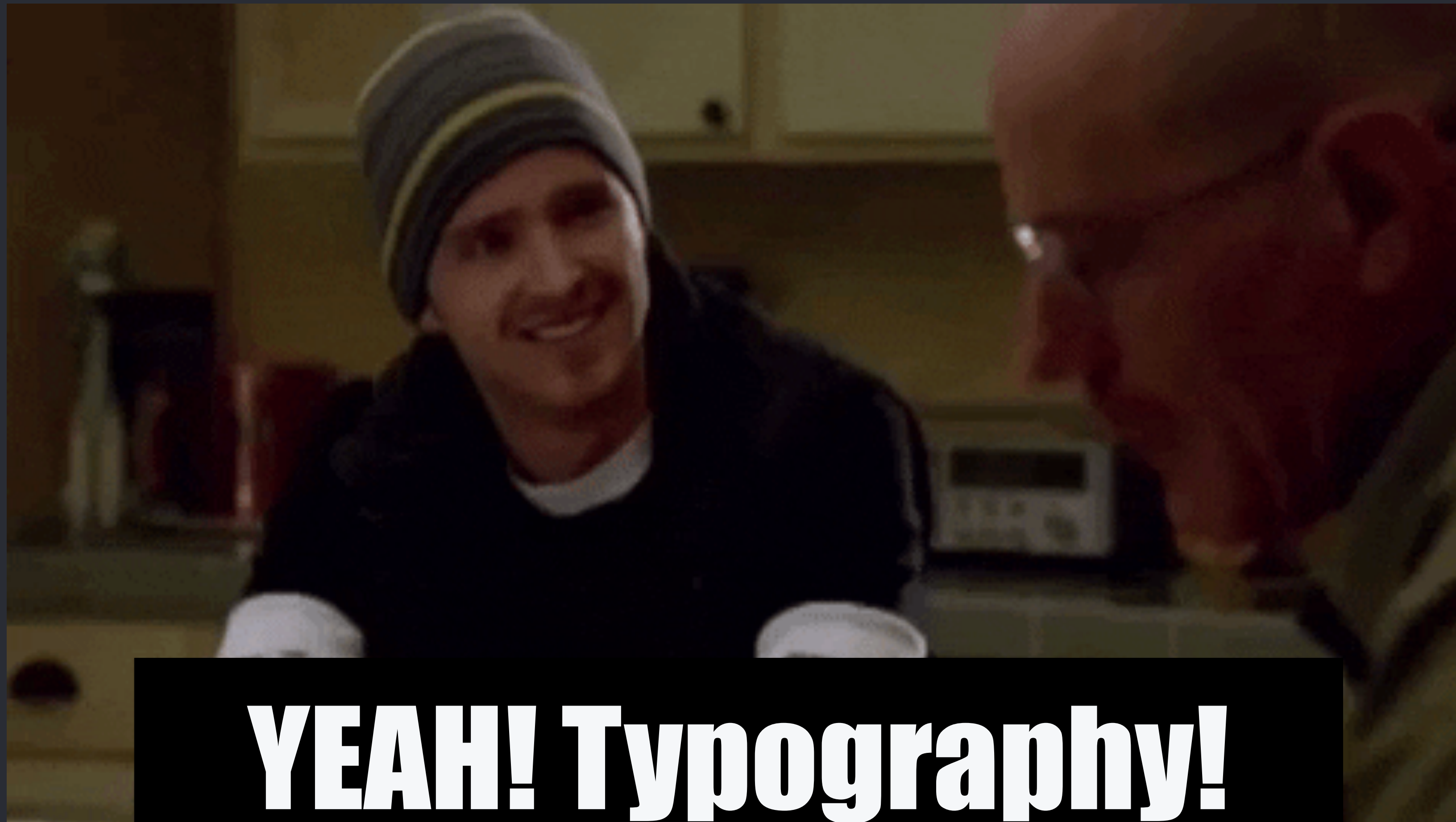
Earlier this month

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08 Mar  
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05 Mar  
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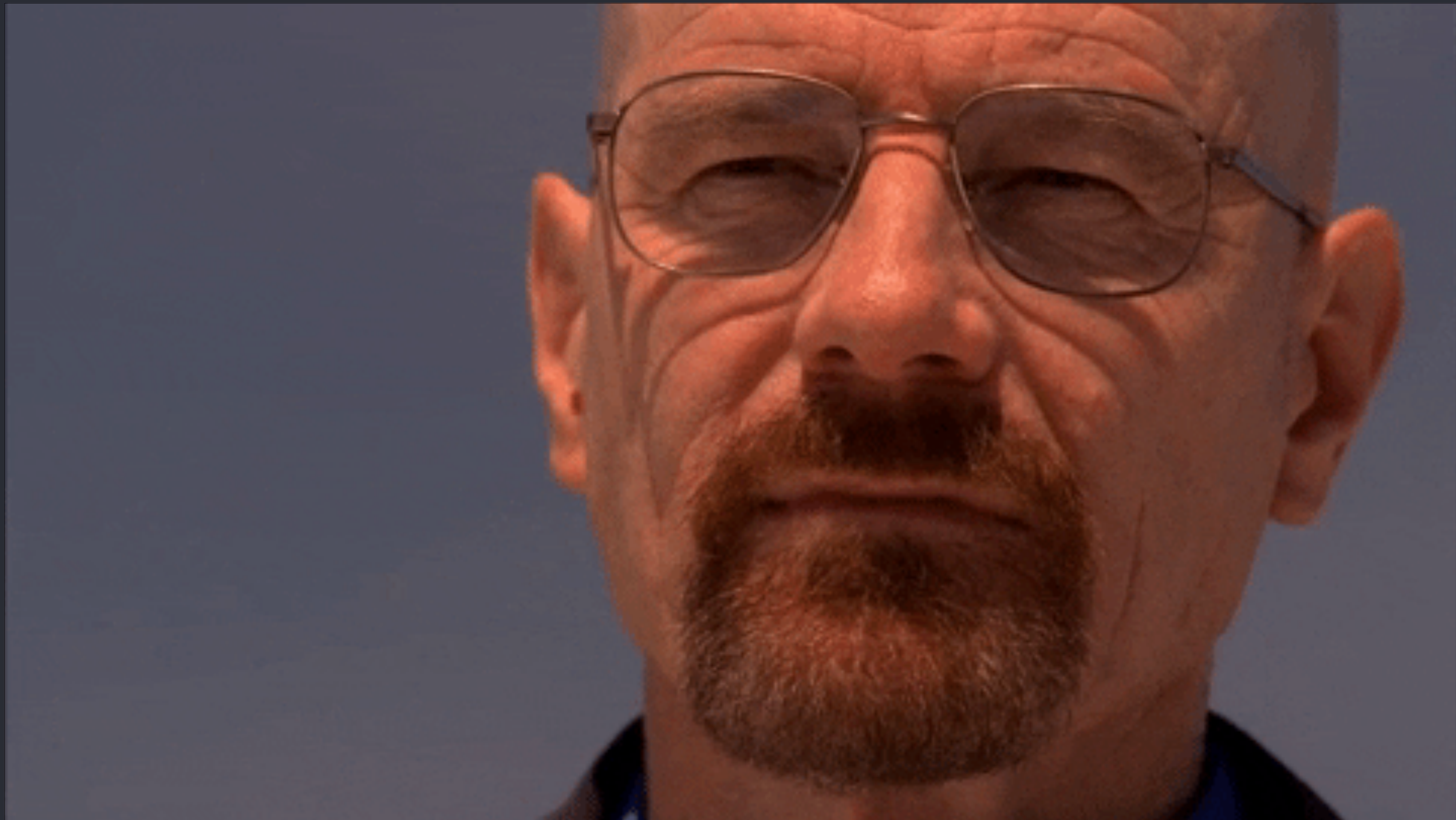
February

Super Type Foundry  
27 Feb  
-€ 150.00



**YEAH! Typography!**






**How you can make**  
*Type work* **for you**



# System Fonts

Overview		
€ 6,753.54		
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# Individual Typefaces



# Clear Hierarchy

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Proper  
Spacing



**Your typographic journey**  
**has only** *just begun*


# On YouTube

## Pimp my Type

YouTube <sup>AT</sup> Suchen

Startseite  
Shorts  
Abos  
Mediathek


**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

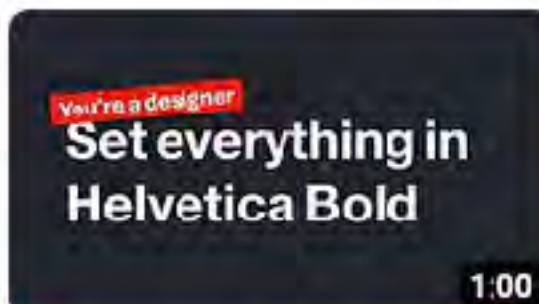
 8:45  
What's the best font size? A guide for body text in...  
9553 Aufrufe • vor 1 Jahr


 7:33  
Stop using Open Sans! Why your font choice matters  
6598 Aufrufe • vor 2 Jahren


 12:20  
Pairing Fonts – 3 effective ways to combine typefaces,...  
4249 Aufrufe • vor 1 Jahr


 7:45  
Improving the Typography of the iOS time display?  
3101 Aufrufe • vor 2 Jahren

Videos ▶ Alle wiedergeben

 1:00  
Use Helvetica Bold for everything  
354 Aufrufe • vor 10 Tagen


 39:48  
Distributing indie fonts in a monopoly market with...  
175 Aufrufe • vor 1 Monat


 24:35  
Arabic Type Design & Typography with Nadine...  
237 Aufrufe • vor 1 Monat


 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

 1

 AA

 agall



# *On Font Friday* Weekly Newsletter

## Font Friday

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

### Geologica is clean with a warm touch

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.

#### Geologica

Sans-serif Free Font

### Ella is historic in a contemporary, quite flashy way

4

#### Ella

Display

### SEARCH LOOKS PLAYFUL & ROUGH

Intel One Mono seems  
expressive & legible

**Now** *go out there,* **and ...**



# Pimp that Type

# Pimp that Type



# Pimp my Type

**Oliver Schöndorfer**   
Typography Consultant

 [pimpmytype](#)  [pimp\\_my\\_type](#)

## Slides & Resources



[pmtty.pe/uitype](https://pmtty.pe/uitype)