



TYPOGRAPHY CPR



Type is everywhere

Avproe

И *в* **р** *е*

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?



★★★★★



★★★★★



★★★★☆

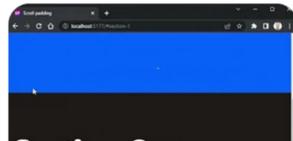
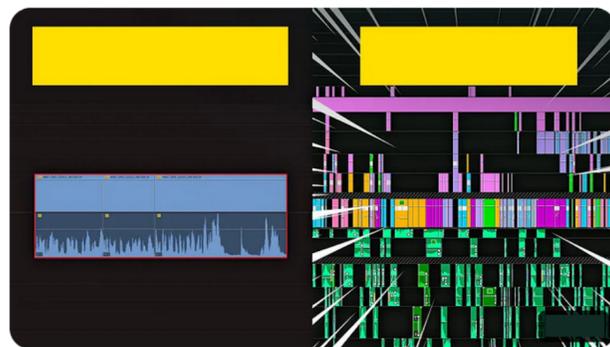


★★★★★

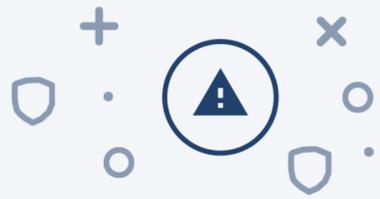




Search bar



*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 Mehrtagesskipässe Einzelfahrte

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



Mein e-Impfpass



 CDA anzeigen  PDF anzeigen

Einträge					
				Au	Dr.
			h	ffri	m
			.	sc	ed
	1	Impf	-	hu	.
	4	stoff	N	ng	Da
	.	:	r	,	ni
Influen	N	VAX	.	un	el
za	o	IGRI	:	be	Kli
('echte	v	P	X	ka	ck
Grippe'	2	TET	3	nn	Dr.
)	0	RA	E	te	m
	2	FSP	6	s	ed
	3	R	8	Im	.
		O.K	1	pf	Da
			V	sc	ni
				he	el
				m	Kli
				a	ck

Um PDF-Dokumente betrachten zu können, benötigen Sie einen [PDF-Reader](#).



Typographic rampage

Oliver Schöndorfer

Typography Consultant  UI Designer

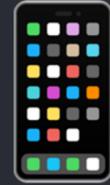
 [pimp_my_type](#)



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



What about *you*?



The interface *is* the product.

Shape

Content

Function

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

THE RIGHT FONT



It's a

RANGE

Font Follows

Feeling

BE EXPRESSIVE
& HAVE FUN!

In logos, headlines or other big short text

*Ornamental fonts won't work for
more than one line of large text*

Don't use very stylized fonts for reading text

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

A nice and large title that pulls you in

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1 Display text

2 Body text

3 Functional text

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Label 1



Label 2



Label 3

1 Display text

2 Body text

3 Functional text

Font Follows

Functionion

Enter your password

1155010

Don't let people guess in critical situations

Enter your password

LI5S010

Make it absolutely clear when it has to be

**Know
when
to be**

EXPRESSIVE

**and
when
not.**

Pick the right category for functional text



Sans



Slab



Serif



Sök på apotea.se



Paracetamol Orifarm, filmdragerad tablett 500 mg 20 st



- ✓ Fler än 100 st i lager
- ✓ Gratis fraktoalternativ

13 kr

Jfr-pris 0,65 kr/tablett

Köp

Det här är ett receptfritt läkemedel. Läs [bipacksedeln](#) noga före användning.



Søg efter produkt, kategori, brand eller



Hjem, Rengøring & Køkkenudstyr > Værktøj & maskine

Lupp med 20x forstørrelse

Varenummer: 764370

★★★★★ (0) ⓘ

24.se



MONOCULAR MAGNIFIER

It is very suitable for jewelry appreciation, electronic product maintenance and watch maintenance



Kort om produktet



BJÖRN BORG

-20%

COTTON STRETCH BOXER 3P
359,20 kr. 449,00 kr.

Overall impression

1. What *feeling* does the typography give you?
2. What typographic elements *stand out most* – and are that the right ones?
3. Are there typographic elements that seem *inappropriate* or inconsistent?

QUICK TIPPS

A solid red horizontal bar is positioned below the word 'QUICK' in the title.

THE BEST, MOST LEGIBLE
TYPEFACE BECOMES
USELESS, IF YOU RUIN
READABILITY BY
TYPESETTING IT HORRIBLY.

Make it large enough

THE BEST, MOST LEGIBLE
TYPEFACE BECOMES
USELESS, IF YOU RUIN
READABILITY BY
TYPESETTING IT HORRIBLY.

Don't justify text

THE BEST, MOST LEGIBLE
TYPEFACE BECOMES
USELESS, IF YOU RUIN
READABILITY BY
TYPESETTING IT HORRIBLY.

Underline sparingly

***THE BEST, MOST LEGIBLE
TYPEFACE BECOMES
USELESS, IF YOU RUIN
READABILITY BY
TYPESETTING IT HORRIBLY.***

Avoid all caps

***The best, most legible
typeface becomes useless,
if you ruin readability by
typesetting it horribly.***

Use Regular weight

*The best, most legible
typeface becomes useless,
if you ruin readability by
typesetting it horribly.*

Italicize sparingly

The best, most legible
typeface becomes useless,
if you ruin readability by
typesetting it horribly.

The best, most legible
typeface becomes useless,
if you ruin readability by
typesetting it horribly.



THE RIGHT SIZE



But is this really not accessible?

Success Criteria

1.4.3 Contrast (Minimum)

1.4.4 Resize Text

But is this really not accessible?

But is this really not accessible?

✓ 200% of the original size
without loss of content or functionality



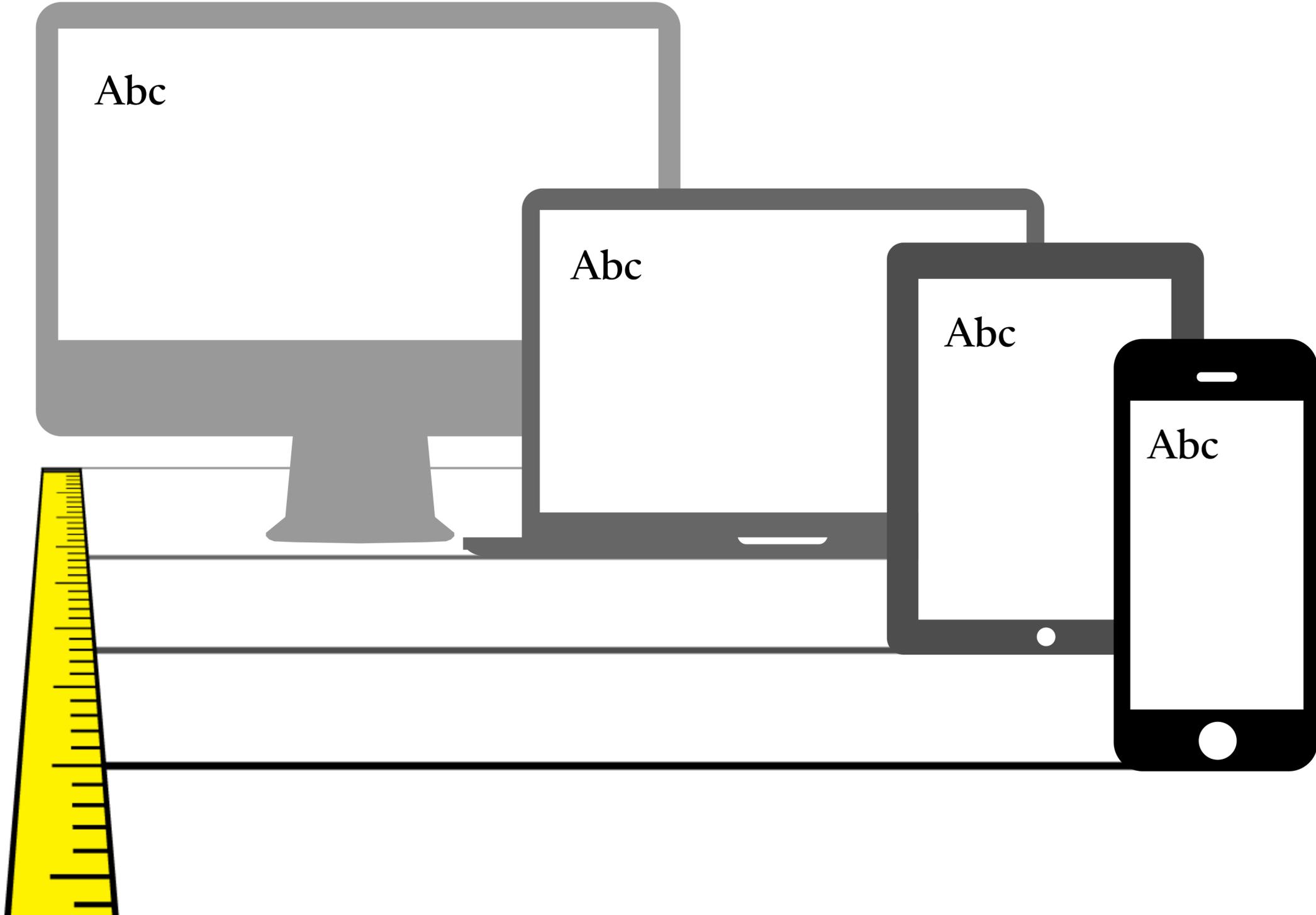
Large x-height
(Roboto)

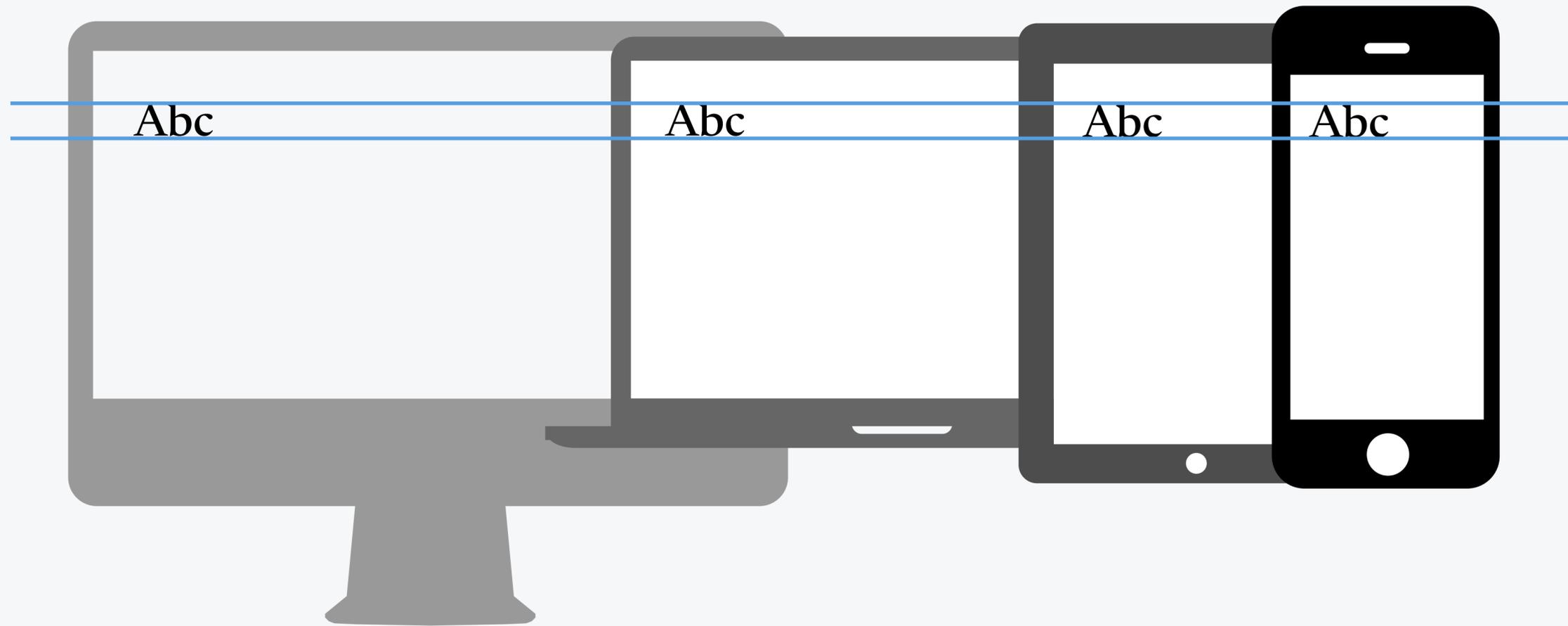
Small x-height
(Josefin Sans)

Type

Type

In small sizes, type with larger x-height seems larger





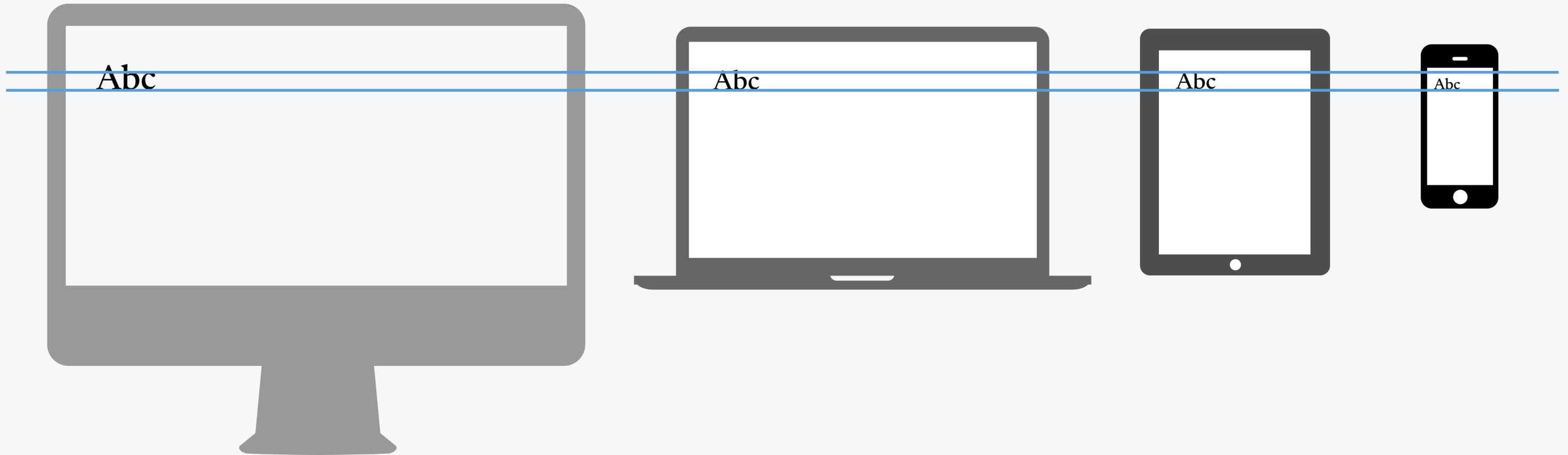
The font size should be adjusted to the reader's distance from the device

150%

120%

100%

90%

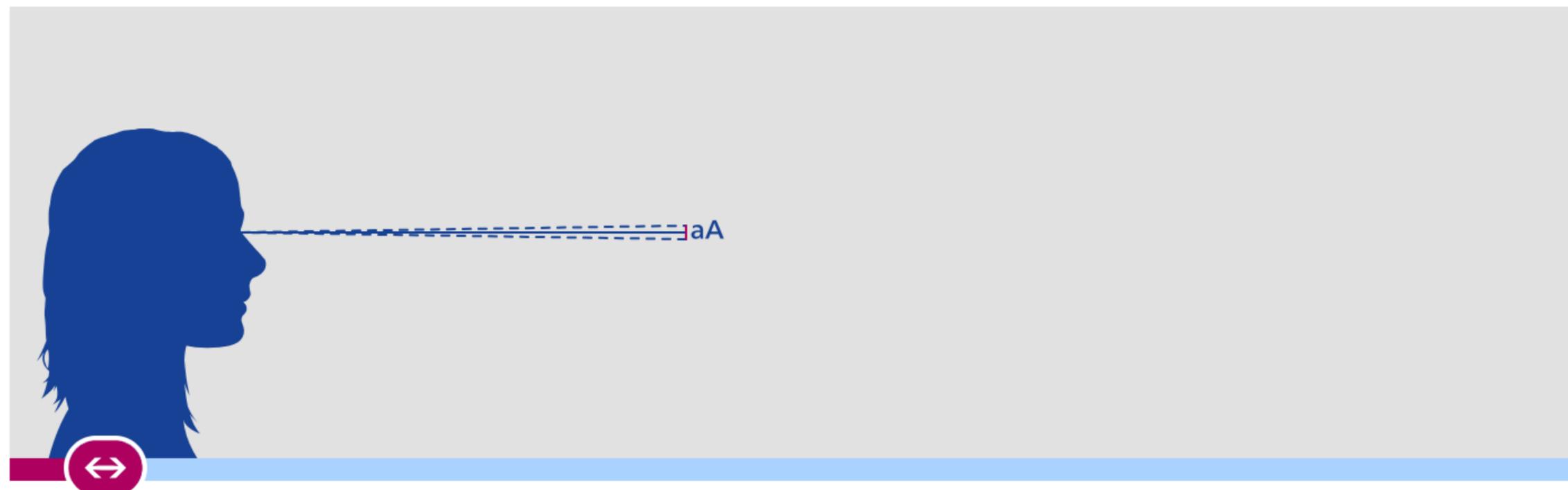


Bigger text on bigger screens, maybe slightly smaller text on small screens

Font size Calculator

<https://legibility.info/font-size-calculator>

Smartphone	Book, magazine	Tablet	Desktop screen	Poster	Sign
Distance in cm		40			
Visual acuity		0.7			
Ratio of x-height to font size		0.47			
Text types		Body text			
Lighting		good			
Minimum size					
x-height					
1,5 mm					
Font size					
≈ 9,1 pt					
Visual angle					
13,00'					



1 rem = 16 px

Don't go below 12 px

1 px = 0.75 pt

**There is no minimum font size, but use
at least **1 rem or 16 px** for body text.**

Readability & Accessibility

4. Is the text *comfortable to read* regarding font size, line-height, spacing?
5. Is the *color contrast* strong enough?
6. Are links, buttons, or prices clearly *distinguished*?

THE IDEAL PARAGRAPH



Line length

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be. However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the font size and then adjust it accordingly.

————— 95 characters —————

Very long lines are unpleasant to read

Line length

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be. However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the font size and then adjust it accordingly.

————— 71 characters —————

Add a max-width to your body text

Line-height

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be. However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the font size and then adjust it accordingly.

0.8

A tight line height for long lines seems crowded

Line-height

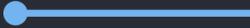
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— 2.0

A larger line-height can cause your text to loose cohesion

Line-height

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be. However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the font size and then adjust it accordingly.



1.4

1.4 to 1.5 is often a good value for that line length

Line-height

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be.

However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the

1.4

What worked for longer lines, is too loose for shorter lines

Line-height

The ideal line is around 60 to 80 characters long. This is mostly based on conventions, so keep your paragraphs at this max width. Now for the line height, a good rule of thumb is that the longer the lines get, the larger the line height should be.

However, the shorter the line is, the smaller the line height can become. A good rule of thumb is to make it roughly 1.5 times the font size and then adjust it

1.3

Shorter lines can have a smaller line-height

Hierarchy & Focus

7. Is it easy to *scan* and find the key info?
8. Are weights, sizes, and styles *used consistently* to show hierarchy?
9. If you could *fix one thing* to make the design clearer, what would it be and why?



MENY

apotea.se



Sök på apotea.se



Paracetamol Orifarm,
filmdragerad tablett 500
mg 20 st



✓ Fler än 100 st i lager

✓ Gratis fraktoalternativ

13 kr

Jfr-pris 0,65 kr/tablett

Köp

Det här är ett receptfritt läkemedel. Läs [bipacksedeln](#)
noga före användning.



apotea.se

Köp

*Det här är ett receptfritt läkemedel. Läs *bipacksedeln* noga före användning.*

Beskrivning

Dosering & användning

Observera! Högre doser än de rekommenderade medför risk för mycket allvarlig leverskada. Om du blivit ordinerad Paracetamol Orifarm av läkare, skall du alltid använda det enligt läkarens anvisningar. Rådfråga läkare eller apotekspersonal om du är osäker. Om läkare ej föreskriver annan dosering: Vuxna och barn över 40 kg (över 12 år): 1-2 tabletter var 4-6 timme, högst 8 tabletter per dygn. Barn 25-40 kg (ca 7-12 år): ½-1 tablett var 4-6 timme, högst 4 gånger per dygn. Barn 15-25 kg (ca 3-7 år): ½ tablett var 4-6 timme, högst 4 gånger per dygn. Not. Ett treårigt barn vill sannolikt inte svälja en halv tablett. Överväg att köpa en produkt med paracetamol i flytande form eller som suppositorium

Font + Italics

Size and formatting



Søg efter produkt, kategori, brand eller



Hjem, Rengøring & Køkkenudstyr > Værktøj & maskine

Lupp med 20x forstørrelse

Varenummer: 764370

★★★★★ (0) ⓘ

24.se



MONOCULAR MAGNIFIER

It is very suitable for jewelry appreciation,
electronic product maintenance and
watch maintenance



Kort om produktet

elgiganten.dk



Søg efter produkt, kategori, brand eller

Hjem, Rengøring & Køkkenudstyr > Værktøj & maskiner

Lupp med 20x forstørrelse

Varenummer: 764370

★★★★★ (0) ⓘ

24.se



MONOCULAR MAGNIFIER

It is very suitable for jewelry appreciation,
electronic product maintenance and
watch maintenance



Many font sizes

Unclear hierarchy



3 st. | 149,67 kr./st.

FÄRG: Black



VÄLJ STORLEK

<input checked="" type="checkbox"/> XS	<input type="checkbox"/> S	<input type="checkbox"/> M	<input type="checkbox"/> L	<input type="checkbox"/> XL
<input checked="" type="checkbox"/> XXL				

[STORLEKSGUIDE](#)

LÄGG TILL

Hitta i butik

[FINNS EJ I BUTIK](#)

BESKRIVNING OCH PASSFORM



hm.com

VÄLJ STORLEK

XS	S	M	L	XL
XXL				

STORLEKSGUIDE

LÄGG TILL

Hitta i butik

FINNS EJ I BUTIK

Too little contrast

BESKRIVNING OCH PASSFORM

|

Too much capital text

MATERIAL

+

SKÖTSELRÄD

+

LEVERANS OCH BETALNING

+

QUICK FIXES

A solid red horizontal bar is positioned below the text, starting under the letter 'Q' and extending to the right, ending under the letter 'S'.

apotea.se

Before

Paracetamol Orifarm,
filmdragerad tablett 500
mg 20 st



- ✓ Fler än 100 st i lager
- ✓ Gratis fraktalternativ

13 kr

Jfr-pris 0,65 kr/tablett

Köp

*Det här är ett receptfritt läkemedel. Läs bipacksedeln
noga före användning.*



Beskrivning



apotea.se

After

Paracetamol Orifarm,
filmdragerad tablett 500
mg 20 st



✓ Fler än 100 st i lager

✓ Gratis fraktoalternativ

13 kr

Jfr-pris 0,65 kr/tablett

Köp

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[bipacksedeln](#) noga före användning.

Beskrivning

Dosering & användning

line-height

Font style + size

apotea.se

Before

Köp

Det här är ett receptfritt läkemedel. Läs [bipacksedeln](#) noga före användning.



Beskrivning



Dosering & användning



Observera! Högre doser än de rekommenderade medför risk för mycket allvarlig leverskada. Om du blivit ordinerad Paracetamol Orifarm av läkare, skall du alltid använda det enligt läkarens anvisningar. Rådfråga läkare eller apotekspersonal om du är osäker. Om läkare ej föreskriver annan dosering: Vuxna och barn över 40 kg (över 12 år): 1-2 tabletter var 4-6 timme, högst 8 tabletter per dygn. Barn 25-40 kg (ca 7-12 år): ½-1 tablett var 4-6 timme, högst 4 gånger per dygn. Barn 15-25 kg (ca 3-7 år): ½ tablett var 4-6 timme, högst 4 gånger per dygn. Not. Ett treårigt barn vill sannolikt inte svälja en halv tablett. Överväg att köpa en produkt med paracetamol i flytande form eller som suppositorium (stolpiller). Paracetamol Orifarm ska ej användas för långvarigt bruk (mer än 2 dygn) till barn under 12 år annat än på läkares ordination.

Innehåll



Produktfakta



apotea.se

After

Det här är ett receptfritt läkemedel. Läs

[bipacksedeln](#) noga före användning. 

Beskrivning 

Dosering & användning 

Observera! Högre doser än de rekommenderade medför risk för mycket allvarlig leverskada. Om du blivit ordinerad Paracetamol Orifarm av läkare, skall du alltid använda det enligt läkarens anvisningar. Rådfråga läkare eller apotekspersonal om du är osäker. Om läkare ej föreskriver annan dosering: Vuxna och barn över 40 kg (över 12 år): 1-2 tabletter var 4-6 timme, högst 8 tabletter per dygn. Barn 25-40 kg (ca 7-12 år): ½-1 tablett var 4-6 timme, högst 4 gånger per dygn. Barn 15-25 kg (ca 3-7 år): ½ tablett var 4-6 timme, högst 4 gånger per dygn. Not. Ett treårigt barn vill sannolikt inte svälja en halv tablett. Överväg att köpa en produkt med paracetamol i flytande form eller som suppositorium (stolpiller). Paracetamol ska ej användas för långvarigt bruk (mer än 3 dygn) till barn under 12 år annat än på läkares



Font size

Det här är ett receptfritt läkemedel. Läs [bipacksedeln](#) noga före användning. 

Beskrivning 

Dosering & användning

Observera! Högre doser än de rekommenderade medför risk för mycket allvarlig leverskada.

Om du blivit ordinerad **Paracetamol Orifarm** av läkare, skall du alltid använda det enligt läkarens anvisningar. Rådfråga läkare eller apotekspersonal om du är osäker.

Om läkare ej föreskriver annan dosering:

Vuxna och barn över 40 kg (över 12 år): 1–2 tabletter var 4–6 timme, högst 8 tabletter per dygn.

Barn 25–40 kg (ca 7–12 år): ½–1 tablett var 4–6 timme, högst 4 gånger per dygn.

Barn 15–25 kg (ca 3–7 år): ½ tablett var timme, högst 4 gånger per dygn.



— **Formatting**

hm.se

Before



BJÖRN BORG

COTTON STRETCH BOXER 3P

449,00 kr.

3 st. | 149,67 kr./st.

FÄRG: Black



VÄLJ STORLEK

XS <input checked="" type="checkbox"/>	S	M	L	XL
XXL <input checked="" type="checkbox"/>				

STORLEKSGUIDE

LÄGG TILL

hm.se

After



BJÖRN BORG

Cotton Stretch Boxer 3p
449,00 kr.

3 st. | 149,67 kr./st.

Färg: Black



Välj storlek

XS <input checked="" type="checkbox"/>	S	M	L	XL
XXL <input checked="" type="checkbox"/>				

[Storleksguide](#)

Larger +
Mixed Case

Awareness is Power

Small Changes

BIG EFFECTS

Your typographic journey
has only *just begun*

On YouTube Pimp my Type

The image shows a screenshot of the YouTube channel page for 'Pimp my Type'. At the top, there is a navigation bar with the YouTube logo, a search bar, and icons for creating content and notifications. The channel banner features a man in a blue shirt with the text 'Learn to use the POWER OF TYPOGRAPHY'. Below the banner is the channel name 'Pimp my Type', the handle '@PimpmyType', and statistics: 8850 subscribers and 154 videos. A bio reads: 'Learn how to use the power of typography and show the full potential of web, app or digit...mehr'. There is a link to 'pimpmytype.com' and a 'Abonniert' (Subscribe) button. The main content area shows a grid of video thumbnails with titles, view counts, and upload dates. The videos are sorted by 'Beliebt' (Popular).

Suchen

Erstellen

Startseite

Shorts

Abos

Mein YouTube

Learn to use the **POWER OF TYPOGRAPHY**

Pimp my Type
@PimpmyType · 8850 Abonnenten · 154 Videos
Learn how to use the power of typography and show the full potential of web, app or digit...mehr
pimpmytype.com und 1 weiterer Link

Abonniert

Übersicht Videos Shorts Live Playlists Beiträge

Neueste **Beliebt** Älteste

Inter 4.0
A good UI Font?
6:08
31.510 Aufrufe · vor 9 Monaten

Inter 4.0: A Big Font Update for UI Design
31.510 Aufrufe · vor 9 Monaten

What's the best font size? A guide for body text in responsive web...
25.008 Aufrufe · vor 3 Jahren

What's the best font size? A guide for body text in responsive web...
25.008 Aufrufe · vor 3 Jahren

Pairing Fonts – 3 effective ways to combine typefaces, from easy to...
14.418 Aufrufe · vor 3 Jahren

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14.418 Aufrufe · vor 3 Jahren

Stop using Open Sans! Why your font choice matters
10.568 Aufrufe · vor 4 Jahren

Stop using Open Sans! Why your font choice matters
10.568 Aufrufe · vor 4 Jahren

Both Buttons Fail
10:43
6945 Aufrufe · vor 2 Jahren

Both Buttons Fail
10:43
6945 Aufrufe · vor 2 Jahren

Font Matrix – See and Pair Typefaces Like Never Before
15:29
6172 Aufrufe · vor 2 Jahren

Font Matrix – See and Pair Typefaces Like Never Before
6172 Aufrufe · vor 2 Jahren

Font Follows Feeling – A brief type classification and the moods they...
7:34
6085 Aufrufe · vor 4 Jahren

Font Follows Feeling – A brief type classification and the moods they...
6085 Aufrufe · vor 4 Jahren

Body Text – How to Choose a Proper Typeface?
6:39
5423 Aufrufe · vor 4 Jahren

Body Text – How to Choose a Proper Typeface?
5423 Aufrufe · vor 4 Jahren

The right Line Length & Line Height in Typography
10:25

The right Line Length & Line Height in Typography
10:25

How to Choose a Font for UI or App Design? Typefaces for Functional...
6:04

How to Choose a Font for UI or App Design? Typefaces for Functional...
6:04

Inter Font Update: Fix what's broken
4:16
3598 Aufrufe · vor 8 Monaten

Inter Font Update: Fix what's broken
3598 Aufrufe · vor 8 Monaten

All caps letter spacing – How to fix it with tracking & kerning
10:00

All caps letter spacing – How to fix it with tracking & kerning
10:00

Font Friday

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

On Font Friday
Weekly Newsletter

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

Se cl

Now *go out there*, and ...

Pimp that Type

Pimp that Type

Pimp my Type

Oliver Schöndorfer 
Typography Consultant

 [pimpmytype](#)  [pimp_my_type](#)

Connect on LinkedIn

