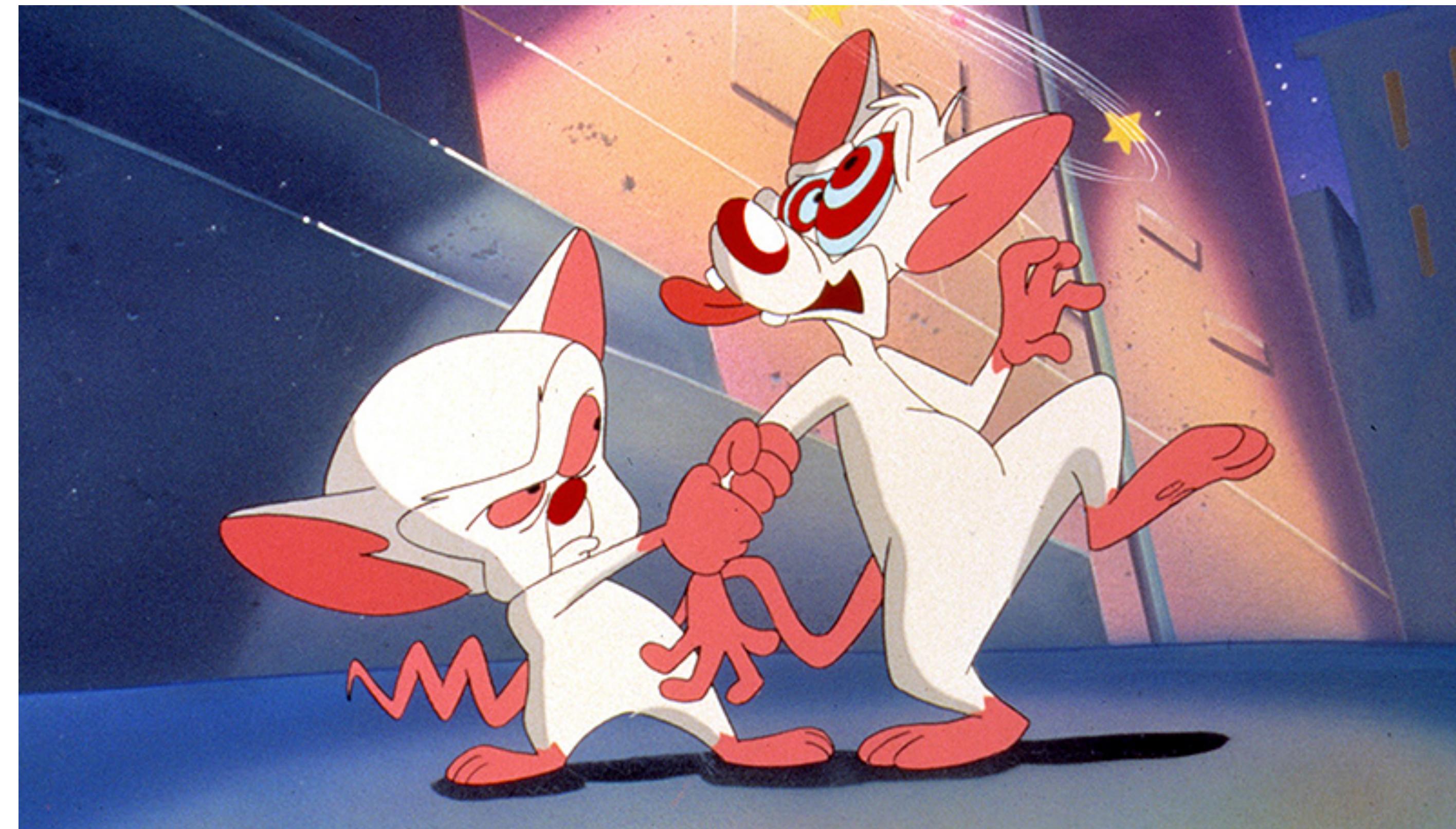


WEBFONTS OUTSIDE THE LAB



© Warner Bros.

Gerrit van Aaken
Dynamic Font Day 2018
Nov 17, 2017 / Munich

That's us



Gerrit
van Aaken

[@gerritvanaaken](https://twitter.com/gerritvanaaken)



Philip
Bräunlich

[@phlp](https://twitter.com/phlp)



Sebastian
Pekarek

[@sebbo2002](https://twitter.com/sebbo2002)

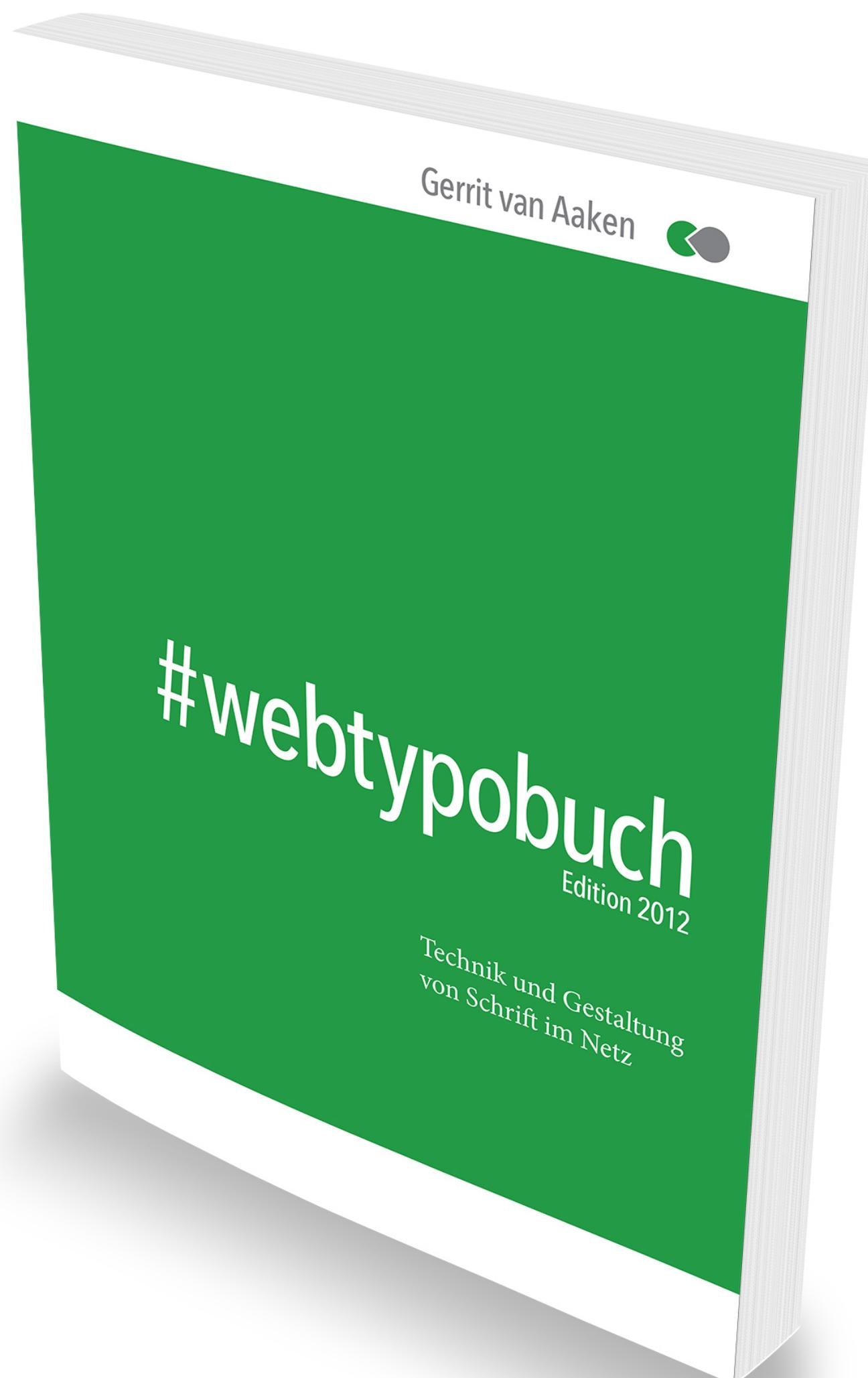


Florian
Pircher

[@pircherflorian](https://twitter.com/pircherflorian)

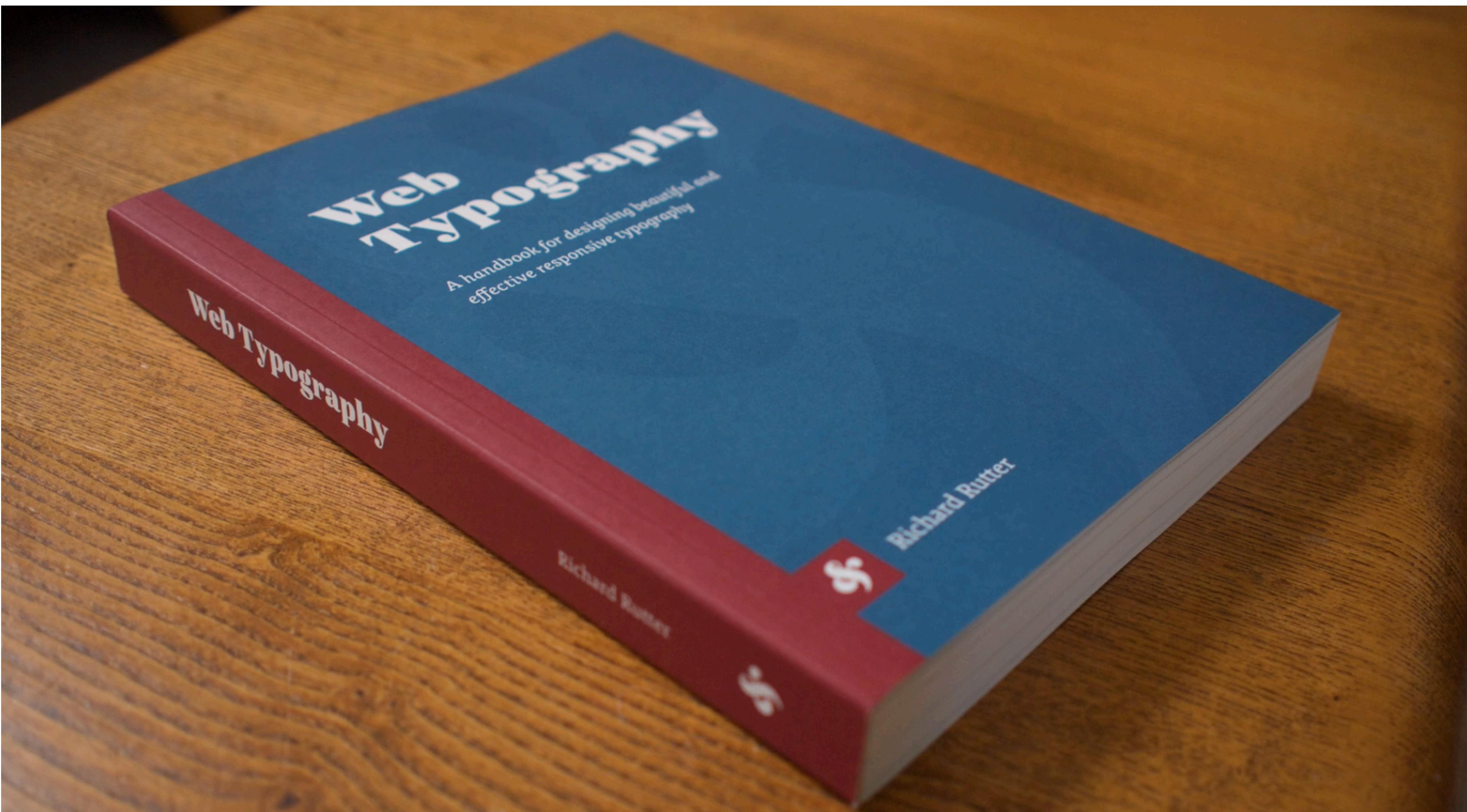
white space
GmbH

#webtypobuch 2012



Web Typography

by Richard Rutter



Part I

the three theses



“Webfonts can be worth the effort - especially at higher font sizes.”

thesis 1 of 3

~~16~~ is the new 12

32 - we're in
high ppi land!

*“Retrofitting traditionally
designed websites using
webfonts – rather unpleasing.”*

thesis 2 of 3

Also true:
The new webdesign paradigm
requires webfonts!

*“Webfonts require a new
webdesign paradigm.”*

thesis 3 of 3

Part II

Webfonts in 2018

winners and losers

Google Fonts

Viewing 900 of 900 font families

Roboto Christian Robertson (12 styles) +

All their equipment and instruments are alive.

Spicy Rice Astigmatic (1 style) +

A red flare silhouetted the jagged edge of a wing.

Mali Cadson Demak (12 styles) +

I watched the storm, so beautiful yet terrific.

Open Sans Steve Matteson (10 styles) +

Almost before we knew it, we had left the ground.

Lato Łukasz Dziedzic (10 styles) +

A shining crescent far beneath the flying vessel.

Montserrat Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly (18 styles) +

It was going to be a lonely trip back.

Krub Cadson Demak (12 styles) +

Roboto Condensed Christian Robertson (6 styles) +

Oswald Vernon Adams, Kalapi Gajjar, Cyreal (6 styles) +

Categories

- [Serif](#)
- [Sans Serif](#)
- [Display](#)
- [Handwriting](#)
- [Monospace](#)

Sorting

- [Trending](#) ▾

Languages

- [All Languages](#) ▾

Number of styles

Thickness

Slant

Width

fonts.google.com

DIRECTORY FEATURED ARTICLES ABOUT >

Search

Google Fonts

like late 90's web safe fonts

but with 900 families

mixed quality

Open Sans – the new Arial

superior external hosting

external vs. local

external hosting once seemed inevitable and superior

... but locally hosted fonts are perfectly normal!

Google and Adobe are (possibly) evil

indie foundries are (possibly) unreliable



**Grand GDPR Clean-up
of May 2018**

Webfont Performance

subsetting for smaller file size

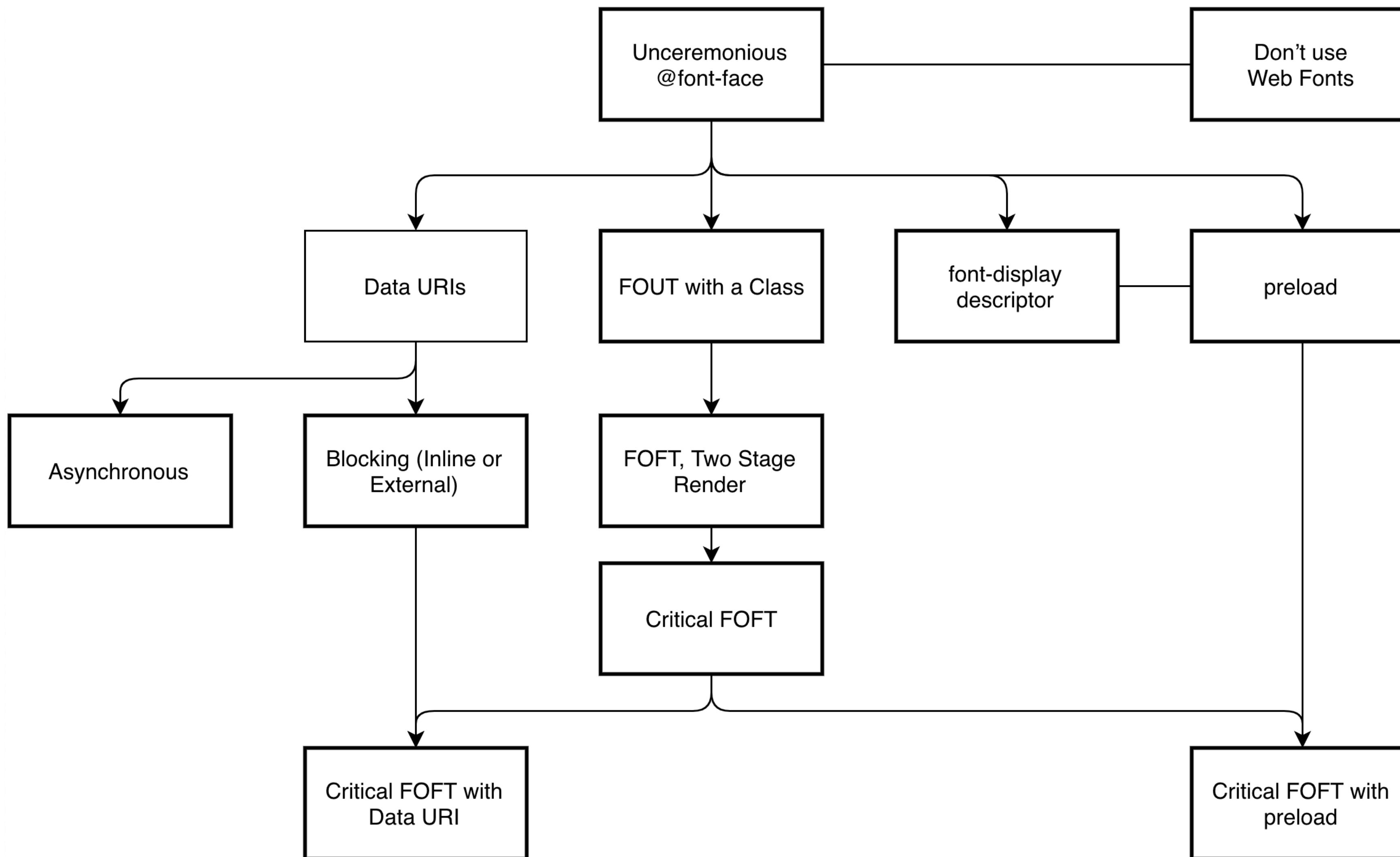
by language / by OpenType features / by page content

content delivery network (CDN)

advanced loading strategies

if you are crazy enough

www.zachleat.com/web/comprehensive-webfonts



www.zeit.de/politik/ausland/2018-11/midterm-wahlen-usa-hudson-valley-john-faso



Unterstützerinnen von Antonio Delgado, Kandidat der Demokraten © Thorsten Schröder für ZEIT ONLINE

INHALT

Seite 1 — Aufholjagd im Hudson Valley

Seite 2 — Der große Hoffnungsträger

Auf einer Seite lesen ›

Als der Republikaner John Faso an diesem Morgen spricht, ist allen klar, dass er um sein politisches Überleben kämpft. Sein Kontrahent Antonio Delgado sei per Fallschirm in den Wahlbezirk Hudson Valley "eingefallen", erklärt der 66-Jährige Faso seinen Unterstützern wenig subtil. Der Demokrat habe sich hier als Wähler registriert, ein Haus gekauft und erwarte nun, dass die Menschen ihn nach einem Jahr in den Kongress wählten. "Er war nie Teil der Gemeinde, er hat einfach Busse voll von Helfern aus New York City angekarrt", sagt Faso. Einige nicken zustimmend, andere schütteln verächtlich den Kopf. "Wir werden am Dienstag ein Zeichen setzen", ruft ihr Kandidat. Dass Delgado in Schenectady geboren wurde, einer Nachbarstadt des 19. Bezirks mit 65.000 Einwohnern, nicht in New York City, verschweigt John Faso.

Es ist Freitagmorgen, etwa 60 Unterstützer von Faso sind in das Inn at Leeds gekommen, einem Café im kleinen Örtchen Leeds, rund zweieinhalb Autostunden nördlich von New York City. Es gibt Filterkaffee und Plätzchen, manche der Männer tragen Armeemützen, auch "Make America Great Again"-Hüte sieht man. Hier ist man unter

ZEIT ONLINE

two styles of Tablet Gothic as .woff2

two styles of Franziska Web as .woff2

= **144 kB** and **4 requests** for webfonts –
only on the first page load

ZEIT ONLINE

1.1 MB and 150 requests for image data

1.6 MB and 89 requests for JavaScript

Is this worth
the effort of
optimizing?



••••• T-Mobile LTE 6:37 AM 96% 

 Between the Lines | Fast... 

FAST COMPANY 

FO 

MENU **FAST COMPANY** 

10.31.18 | 1:00 PM

13 scary movies about office politics, the gig economy, and other horrors

Here are 13 scary movies to watch on Halloween, broken down into spookily *Fast Company*-friendly categories.



[Photo: Everett Collection]

UT

MENU

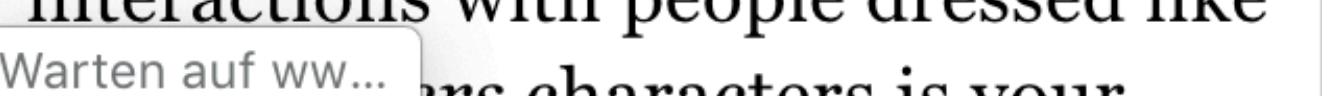
10.31.18 | 1:00 PM

13 scary movies about office politics, the gig economy, and other horrors

Here are 13 scary movies to watch on Halloween, broken down into spookily *Fast Company*-friendly categories.

[Photo: Everett Collection]

BY JOE BERKOWITZ
4 MINUTE READ

When Halloween falls on a Friday or Saturday night, it is obviously time to party. (Unless carrying out social interactions with people dressed like  characters is your

font-display:

auto; /* standard browser behavior */

block; /* forces FOIT behavior */

swap; /* forces FOUT behavior */

fallback; /* like swap, but with "give up" behavior */

optional; /* lets browsers use the custom font only if it's already available. If it isn't, browsers use the fallback for the duration of the page's lifetime. The custom font may still be downloaded in the background for use on subsequent page loads. However, if browsers detect limited bandwidth on users' devices, they might not load the custom font at all. */

branding vs. Getability

How many styles should I use?



less is always better!

... but only for stylistic reasons



Are you ready for the
most beautiful thing?

Compatible down to IE6

```
@font-face {  
  font-family: 'MySuperFont';  
  src: url('My_Super_Font.eot');  
  src: url('My_Super_Font.eot?#iefix') format('embedded-opentype'),  
       url('My_Super_Font.woff') format('woff'),  
       url('My_Super_Font.ttf') format('truetype'),  
       url('My_Super_Font.svg#MySuperFont') format('svg');  
  font-weight: normal;  
  font-style: normal;  
}
```

Compatible down to IE9

```
@font-face {  
  font-family: 'MySuperFont';  
  src: url('My_Super_Font.woff2') format('woff2'),  
       url('My_Super_Font.woff') format('woff');  
  font-weight: normal;  
  font-style: normal;  
}
```

Everything but IE

```
@font-face {  
  font-family: 'MySuperFont';  
  src: url('My_Super_Font.woff2') format('woff2');  
  font-weight: normal;  
  font-style: normal;  
}
```

WOFF wins!





Clients hate to ...

pay for fonts at all.

buy fonts on their own.

subscribe to a rental system.

integrate tracking pixels.

*“Comfortable licensing
might be more important
than the actual quality of
the typeface.”*



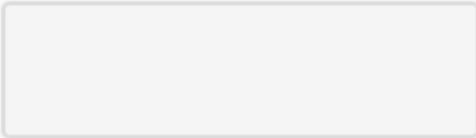
The winning price model: “single-pay-pageviews-trust-based”

- + most clients understand it
- + most vendors offer it
- definition of “per website” sometimes vague
- growing pageviews require new licences

Buy from the foundry!

(If there's no decent foundry store, got to [FontSpring](#)!)

Your Cart

Products	License	Quantity	Price
Shapiro Font Family	 Web Font	<input type="text" value="5,000,000 Pageviews/Month"/> 	\$516.00 \$154.80 USD 
<p> <i>Shapiro</i> web font cannot be installed or used on a computer without a desktop license. Add a desktop license now</p>			
			Subtotal: \$154.80 USD
			Tax: \$0.00 USD
			Total: \$154.80 USD
	+ Add Coupon Code	Get Cart Permalink	 

Desktop Licenses

Licensed per User

A user refers to the number of computers and/or seats you are buying the font for.

Web Licenses

Licensed by Pageviews/Month

Pageviews refer to the number of total visits your sites may receive per month. After you've

Ebook Licenses

Licensed per Ebook

Ebook refers to the number of titles you can embed the licensed font in. The font may be

App Licenses

Licensed per Application or Users

Application refers to the number of app titles you can embed the purchased fonts in. Monthly

A photograph of various workshop tools resting on a light-colored wooden surface. In the foreground, a pair of red-handled pliers lies diagonally. Behind them, a blue-handled adjustable wrench and a black-handled hammer are positioned. In the background, a red-handled screwdriver and a metal square are visible. The tools are slightly out of focus, creating a workshop atmosphere.

Part III

case studies

www.renovabis.de

Jetzt spenden Presse und Aktuelles Kontakt



07.12.2018 – DIALOG UND BEGEGNUNG

Partnerschaftstreffen 2018

Haben Sie Interesse, teilzunehmen? Am 7. und 8. Dezember 2018 findet das 26. bundesweite Renovabis-Partnerschaftstreffen im Kardinal-Schulte-Haus in Bergisch Gladbach statt. Im Mittelpunkt steht das Thema „Bildung“.

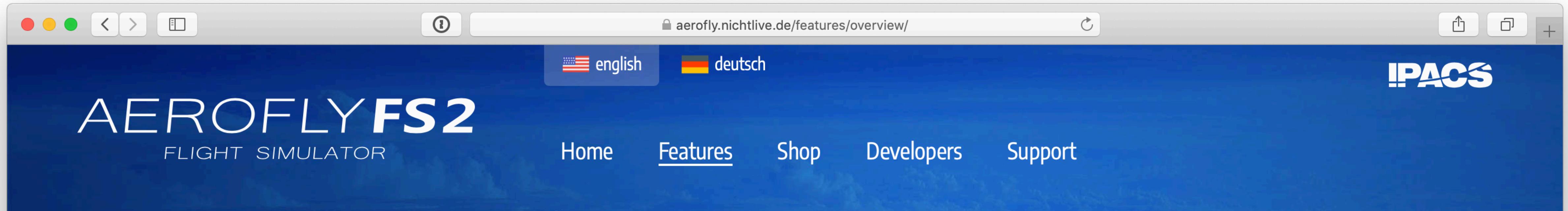
Weiterlesen →

28.09.2018 „Europa“ Die Welt Zusammen gestaltet beim Fest Hilfswerk

Weiterlesen →

```
font-feature-settings: "smcp" 1;
```

```
font-feature-settings: "smcp" 1, "tnum" 1;
```



A screenshot of a web browser displaying the Aerofly FS 2 website. The page has a dark blue header with the Aerofly FS 2 logo and navigation links for Home, Features (underlined), Shop, Developers, and Support. The URL in the address bar is aerofly.nichtlive.de/features/overview/. The top right corner features the IPACS logo. The main content area contains three images illustrating features: a plane in flight, a person in VR gear in a cockpit, and a multi-platform setup with a desktop, tablet, and smartphone.

Aerofly FS 2 Features



Advanced flight dynamics model

- Realtime full multibody simulation of a flexible air-frame featuring wing-flex, gear compression and even tire deformation
- Realistic simulation of aerodynamic forces on wings, stabilizers, control surfaces, landing gear and fuselage
- Accurate stall and spin simulation

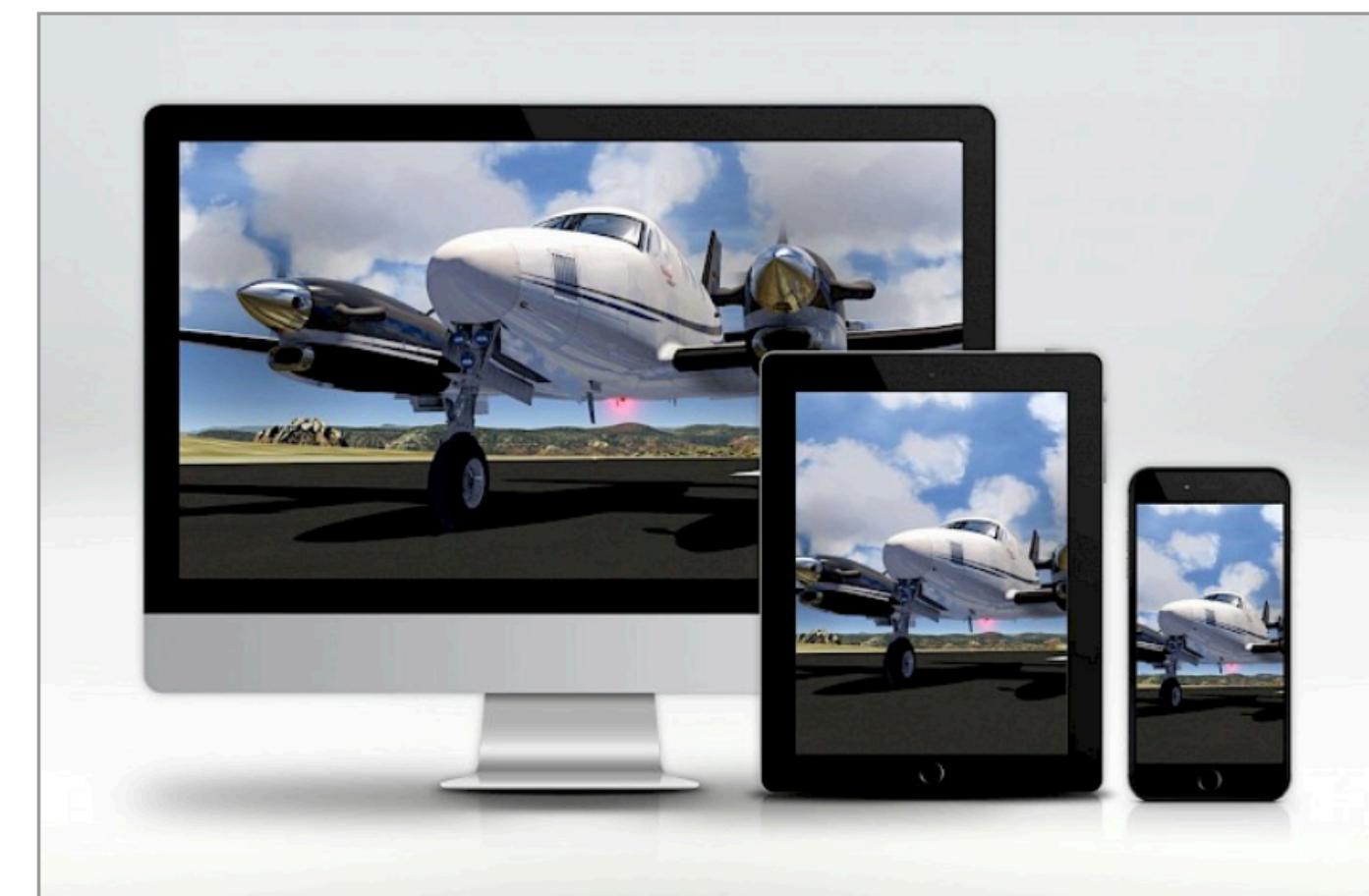


Optimized VR and hardware support

Aerofly FS 2 takes you to the skies in virtual reality! Immerse yourself in stunning detail, you will believe that you are really flying.

Direct support for Oculus Rift und HTC Vive.

Compatible devices 



Multi platform

Aerofly FS 2 is available for Windows & Mac, as well as for tablets & smartphones on both major platforms: iOS and Android.

Buy now! 

scouter.de

scouter

SO GEHT'S AUTOS / PREISE AUTO BUCHEN REGISTRIEREN oder **LOGIN**

scouter gibt es in diesen Städten

Bonn Marburg
Gießen Nürnberg/Fürth
Kassel Würzburg

scouter ist Partner im [Flinkster Netzwerk](#). Damit stehen dir Autos in über 300 weiteren Städten zur Verfügung.

Einfach mobil mit scouter

Individuelle Mobilität durch Carsharing, das uns den Alltag leichter macht und die Umwelt entlastet. Egal, ob etwas besorgen in der Stadt, unterwegs zum geschäftlichen Termin, ein Ausflug ins Wochenende, ein schneller Transport: Wir bieten das passende Auto für jeden Zweck. Und machen das Fahren einfach. Denn wir sorgen für die nötige Infrastruktur, Service, Pflege,

1 **Registrieren**

Klappt online und in unseren scouter Spots.

Brandon Printed Two

A — A

THE WONDER OF WEBFONTS

Brandon Printed One

A — A

THIS IS A LIVE WEBFONT PREVIEW.

DOPPELTE BACKUPS,
SOSO.

UND DIE PLATTEN STEHEN
IM SELBEN RAUM, JA?

```
background: -webkit-linear-gradient(transparent, transparent),  
url("./img/noisy.png) repeat;
```

```
background: -o-linear-gradient(transparent, transparent);
```

```
-webkit-background-clip: text;
```

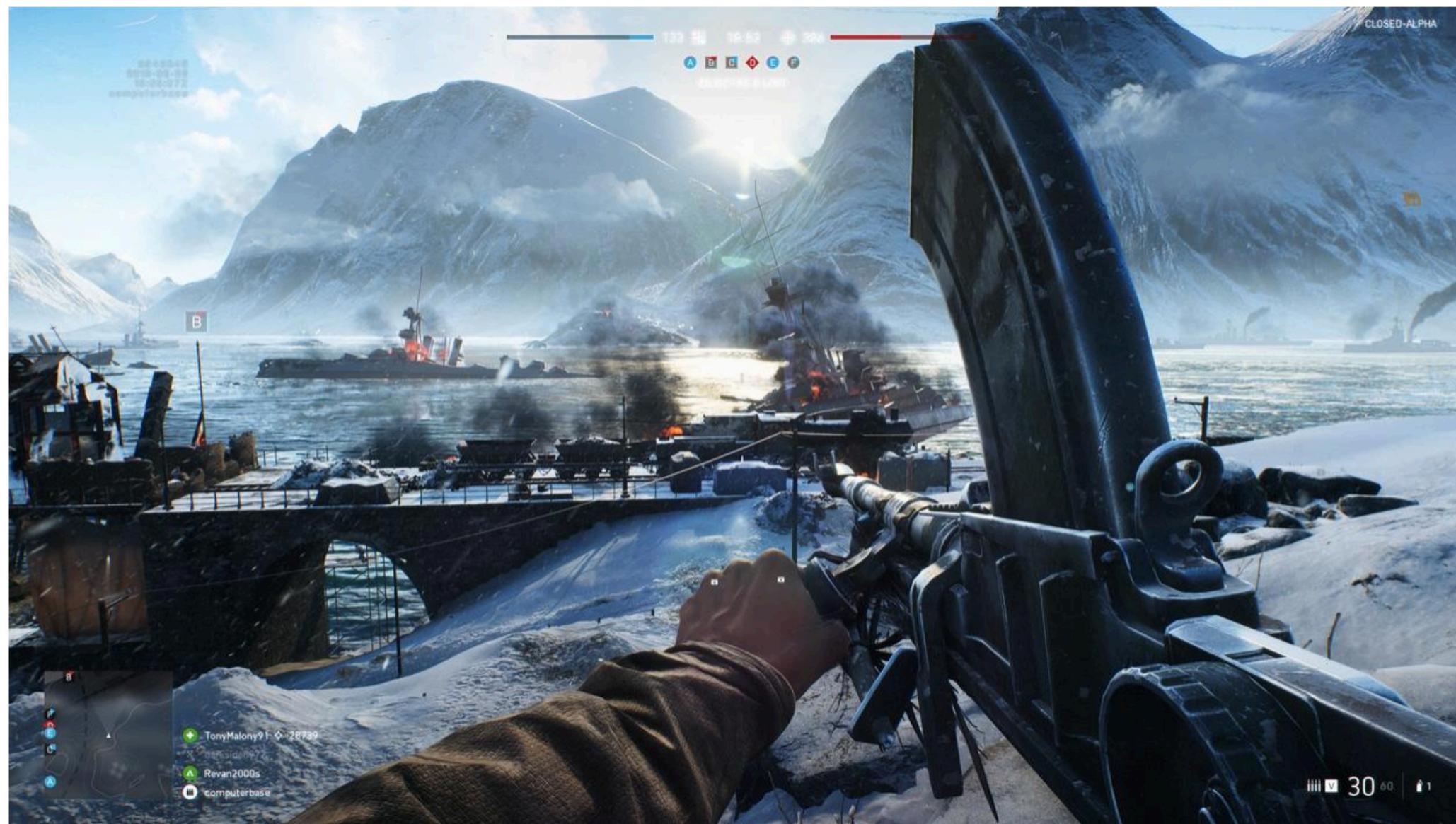
```
-webkit-text-fill-color: transparent;
```

COMPUTERBASE › GAMES

Systemanforderungen: Battlefield V verlangt nach mehr Grafikspeicher

1.11.2018 12:20 Uhr | Michael Günsch

111 Kommentare



EA hat die offiziellen Systemanforderungen für die fertige Version von Battlefield V veröffentlicht. Gegenüber den Angaben zur Open Beta werden insgesamt höhere Anforderungen gestellt. Die empfohlenen Systeme sollen insbesondere mehr Grafikspeicher mitbringen. Außerdem nennt EA Empfehlungen für den Einsatz von Raytracing (DXR).

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Fira 4.1 Hinting Problems

We have noticed a few problems with the hinting in Fira. These problems exist (at least) on Windows 7 and Windows 8.1. We've also noticed these problems on Linux (the „[freetype](#)“ package may be using the same hinting-algorithm as „[ttfautohint](#)“ which seems to have been used for the hinting in Fira.)

Problem 1: Numerals

At 16px, numerals have different heights (the „4“ sits too low, the „7“ seems to fly).

Almost finished

Slightly sarcastic roundup

Most websites use webfonts.

Most of these use Google Fonts.

Most of these use Open Sans.

So much for fighting the typographic monoculture!

On a lighter note ...

Almost all browsers support webfonts.

Screen resolutions are getting higher and higher.

OpenType features are ready to use.

Licensing and pricing is fair (or even free).

There are less *technical* barriers than ever!

praegnanz.de

whitespace.gmbh

@gerritvanaaken

thanks