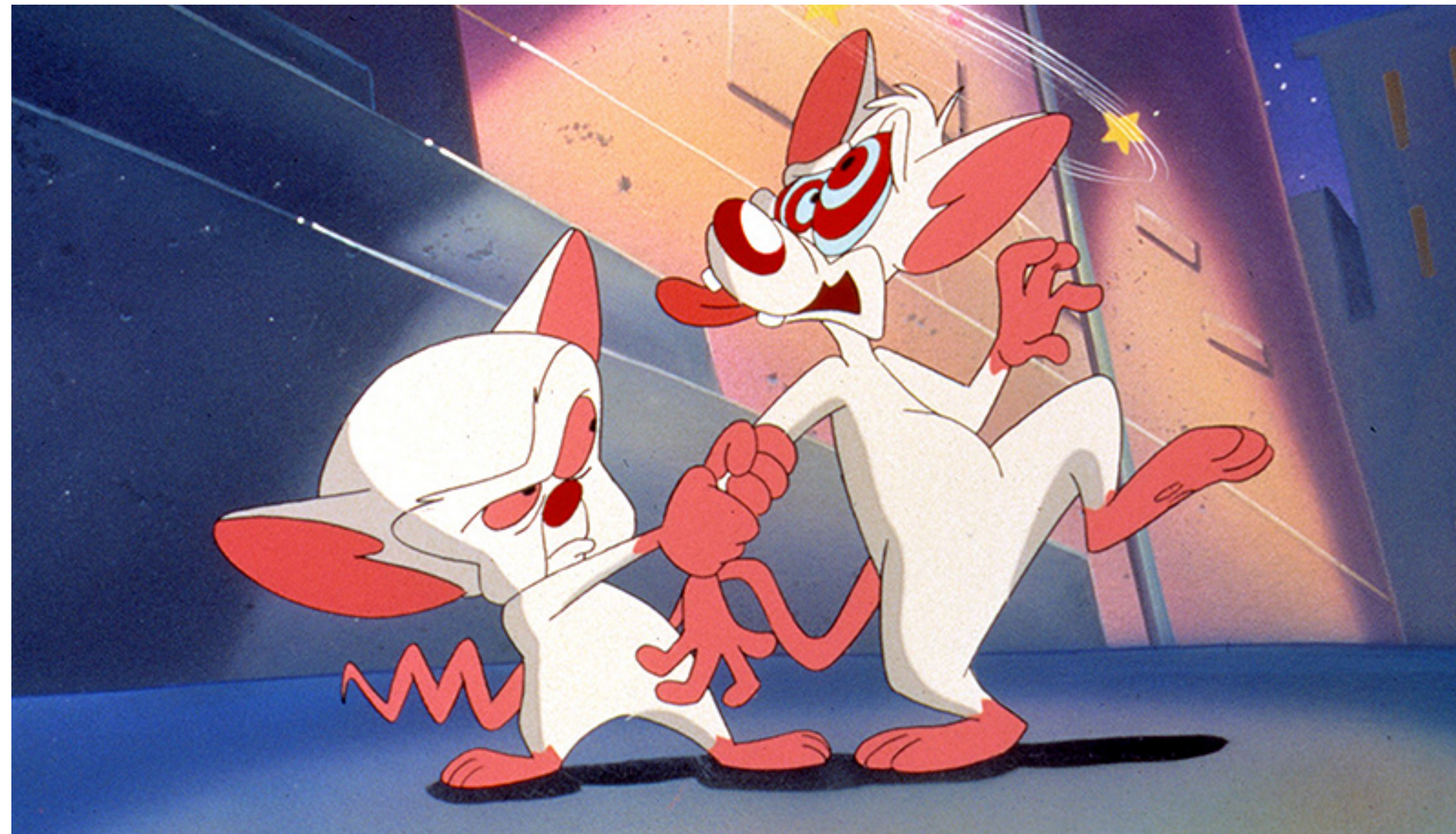


# WEBFONTS OUTSIDE THE LAB



© Warner Bros.

**Gerrit van Aaken**

Dynamic Font Day 2018

Nov 17, 2017 / Munich



# That's us



Gerrit  
van Aaken

@gerritvanaaken



Philip  
Bräunlich

@phlp



Sebastian  
Pekarek

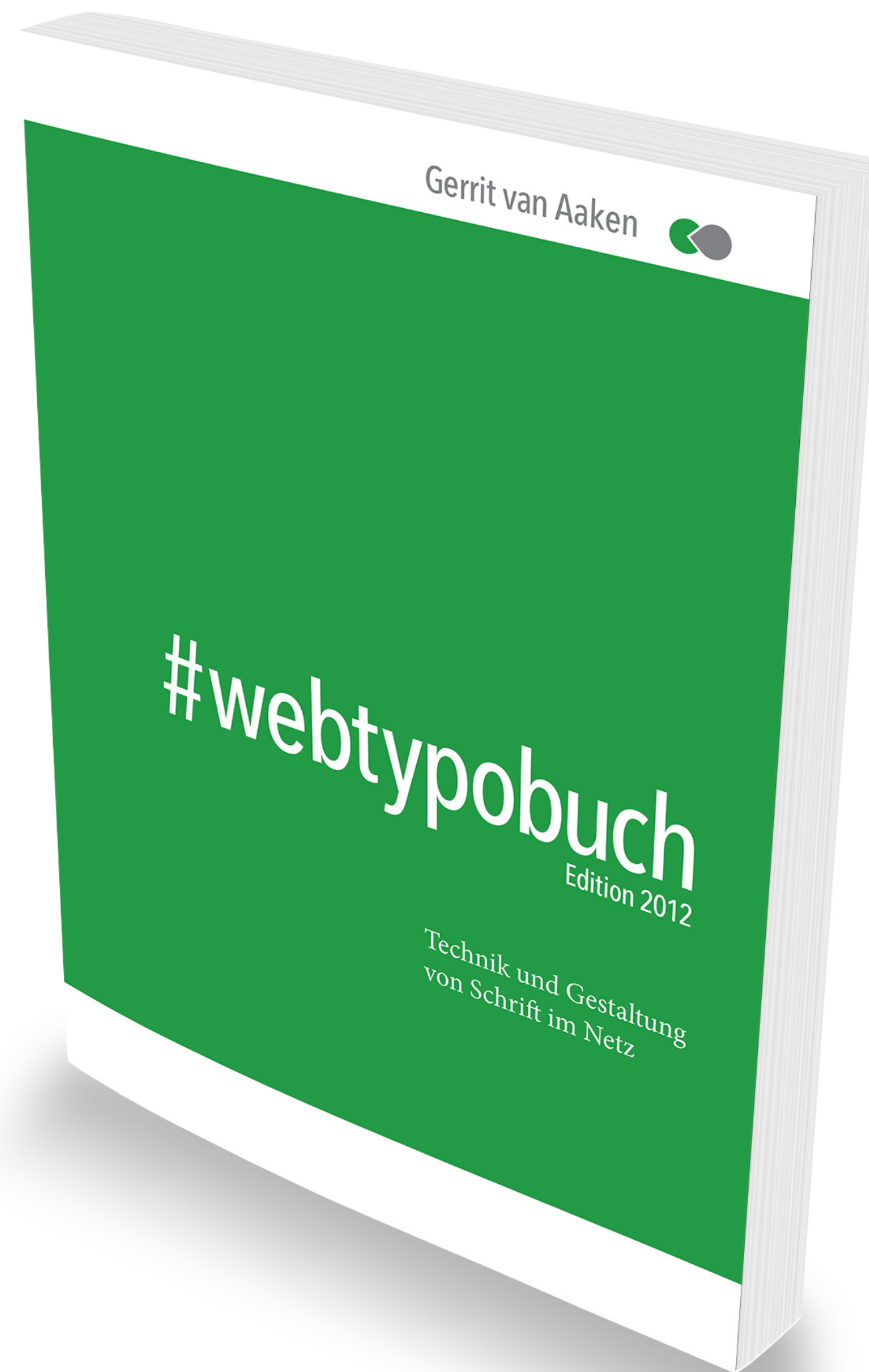
@sebbo2002



Florian  
Pircher

@pircherflorian

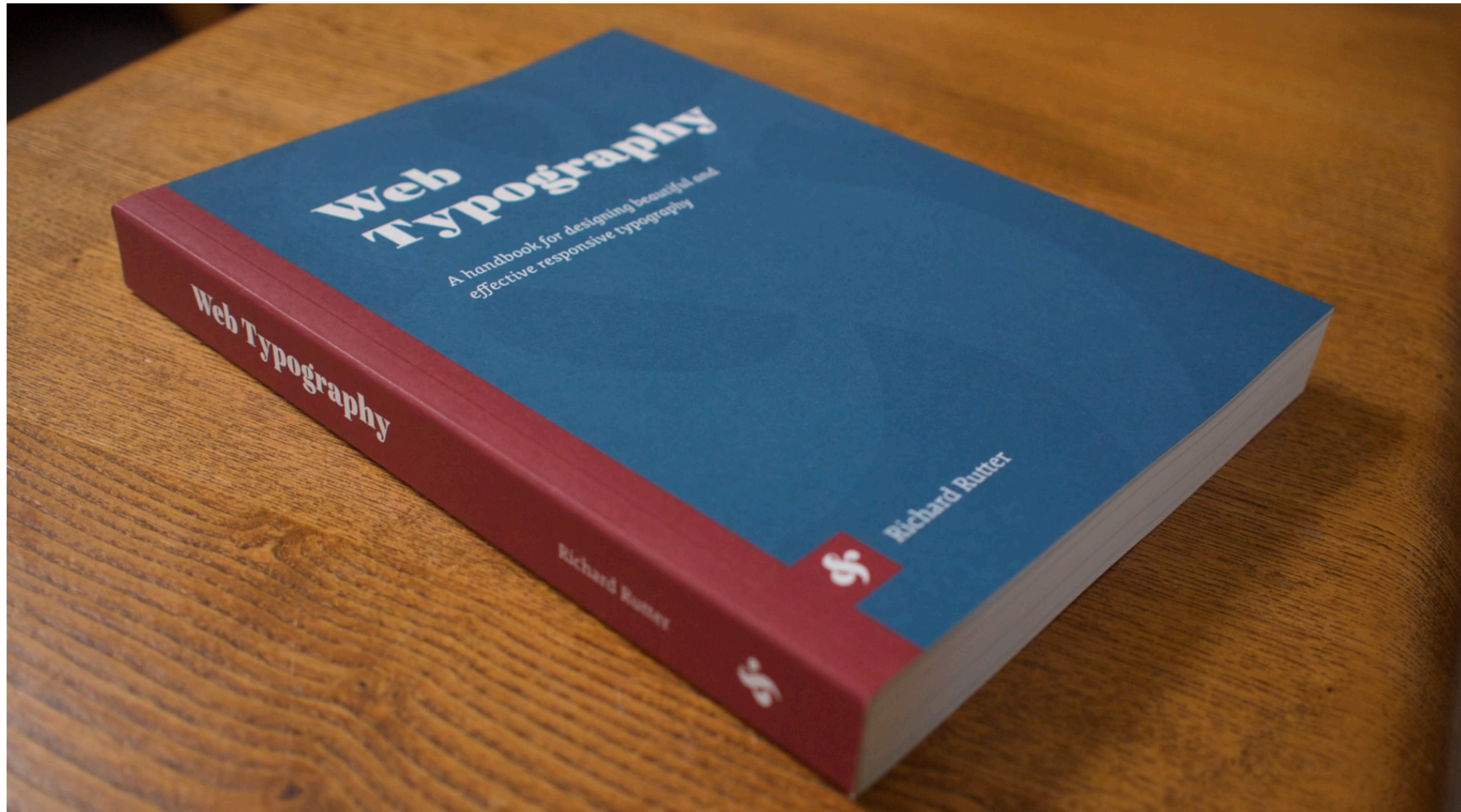
# #webtypobuch 2012





# 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.”*



# Part II

## Webfonts in 2018

winners and losers



Google Fonts

DIRECTORY

FEATURED

ARTICLES

ABOUT

>

Search

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

# 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

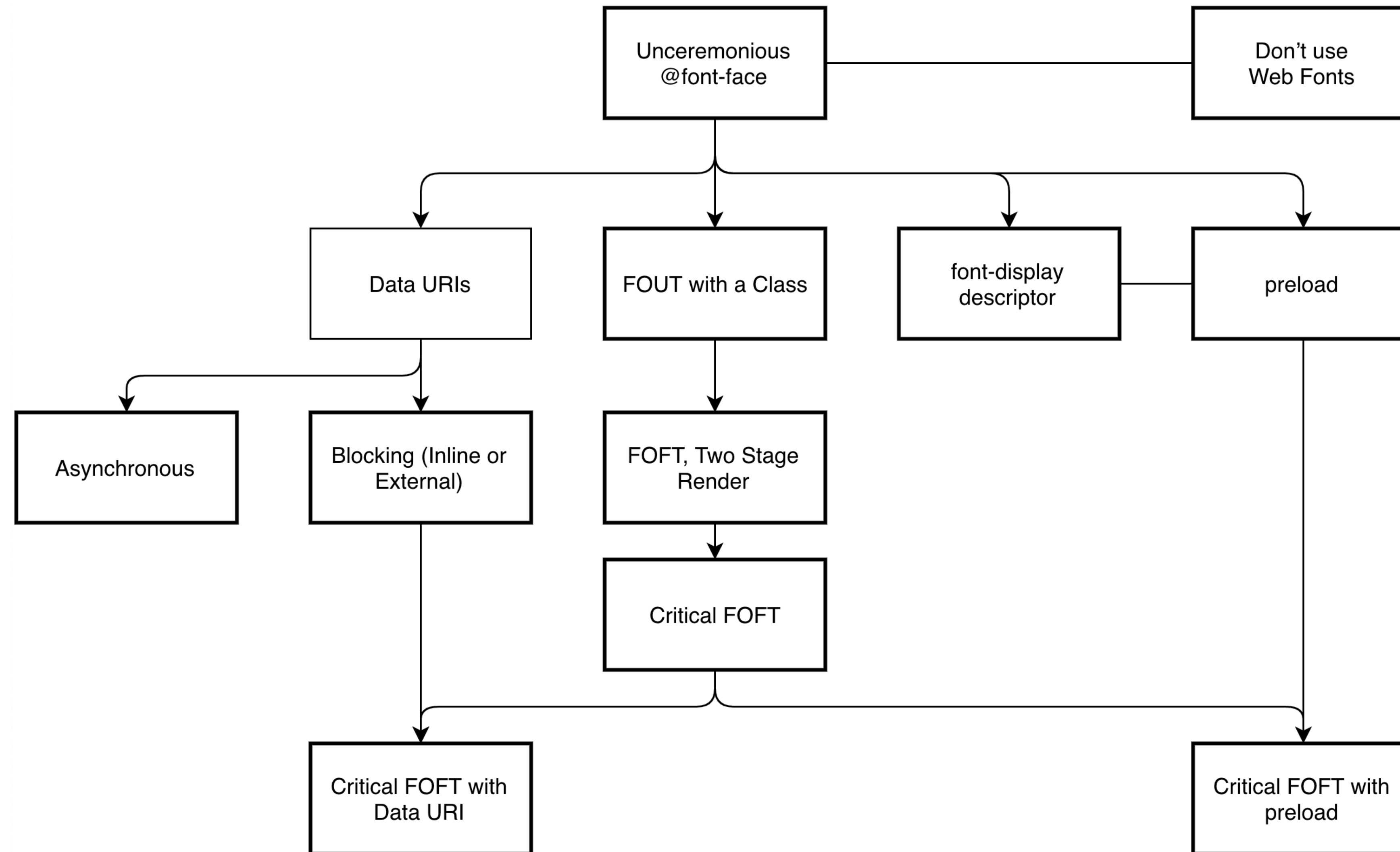
by language / by OpenType features / by page content

content delivery network (CDN)

advanced loading strategies

if you are crazy enough

[www.zachleat.com/web/comprehensive-webfonts](http://www.zachleat.com/web/comprehensive-webfonts)







*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 wählen. "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?**







FO



UT





# 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. flexibility**



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;  
}
```



A young boy and girl are sitting at a wooden desk, looking at a laptop. The boy, on the left, is wearing a dark blue t-shirt and has his arms raised in the air with a wide, excited expression. The girl, on the right, is wearing a green and white striped shirt and is pointing at the laptop screen with a similar excited expression. The laptop is a silver Apple MacBook. The background shows an office environment with green walls and a red exit sign.

**WOFF wins!**



A meme featuring the character Fry from the animated series Futurama. Fry is shown from the chest up, wearing his signature red jacket over a white shirt. He has his characteristic spiky orange hair and a wide-eyed, open-mouthed expression of shock or intense demand. He is holding a large, thick stack of green 100-dollar bills in his right hand, which is extended towards the right side of the frame. The background is a simple, light blue-grey gradient with some faint, out-of-focus light sources in the upper left corner. At the bottom of the image, the text "SHUT UP AND TAKE MY MONEY" is written in a large, bold, white, sans-serif font with a black outline.

**SHUT UP AND TAKE MY MONEY**



# 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	5,000,000 Pageviews/Month	\$516.00 \$154.80 USD
<i>Shapiro web font cannot be installed or used on a computer without a desktop license. <a href="#">Add a desktop license now</a></i>			
			Subtotal: \$154.80 USD
			Tax: \$0.00 USD
			Total: \$154.80 USD
<div> <input type="text"/> <input type="button" value="+ Add Coupon Code"/> <input type="button" value="Get Cart Permalink"/> <input type="button" value="Update Totals"/> <input type="button" value="Checkout"/> </div>			

## 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





# Part III

## case studies



www.renovabis.de

Jetzt spenden

Presse und Aktuelles

Kontakt

Renovabis

A

28.09.20

„Europ

Die Welt

Zusamm

gestalte

beim Fe

Hilfswer

Weiterlesen →

7. und 8. Dezember

Kardinal-Schulte-Haus, Bergisch-Gladbach

Renovabis

Initiative der deutschen Katholiken  
mit der Missionen in Afrika und Lateinamerika

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 →

es gelte  
und

im Festakt  
Hilfswerks

abis, der  
tiven und  
hen.



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

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



aerofly.nichtlive.de/features/overview/

english

deutsch

AEROFLYFS2

FLIGHT SIMULATOR

Home

Features


Shop

Developers

Support


IPACS

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

SO GEHT'SAUTOS / PREISEAUTO BUCHEN

REGISTRIERENoderLOGIN

scouter gibt es in diesen Städten

[Bonn](#)[Gießen](#)[Kassel](#)

[Marburg](#)[Nürnberg/Fürth](#)[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;
```

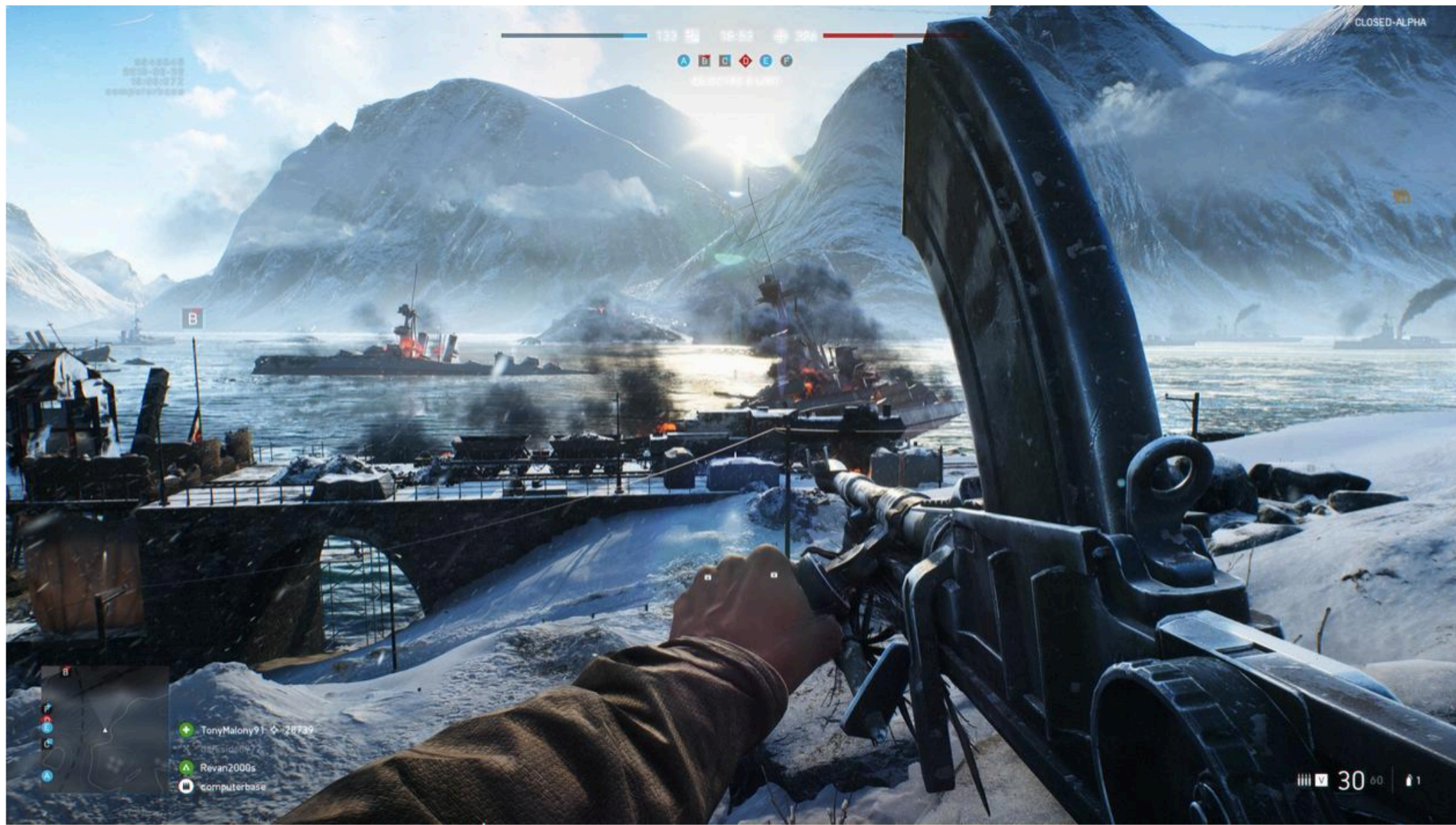


COMPUTERBASE › GAMES

## 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 „[tthautohint](#)“ 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**