

# Variable Fonts

and the future of typography

**Jason Pamental** | @jpamental  
Designer, Writer, Tinkerer, Typographer

**TYPO Labs** | Berlin  
12 April, 2018



TYPO LABS



JASON PAINFOLD

TYPO Labs  
How far ca...





in labiis tuis propterea  
quia benedixit te deus  
in eternum. **Et** dicit  
**D**omi-  
nus nobis

celorum rex de uirgi-  
ne na- sci di- gna-  
tus est ut homines  
perditum ad regna  
celestia a reuo-

King & Queen

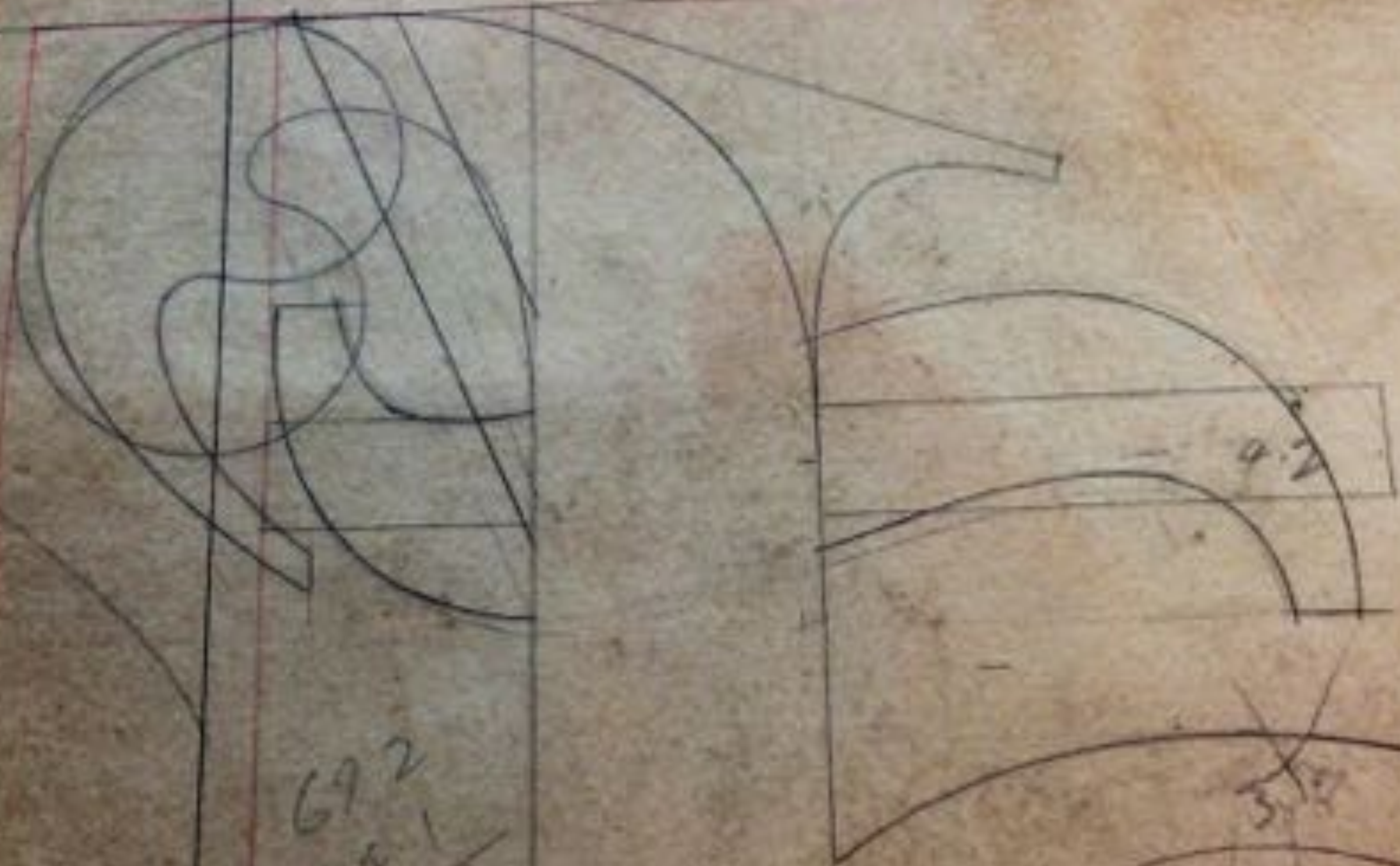
at

Brighton



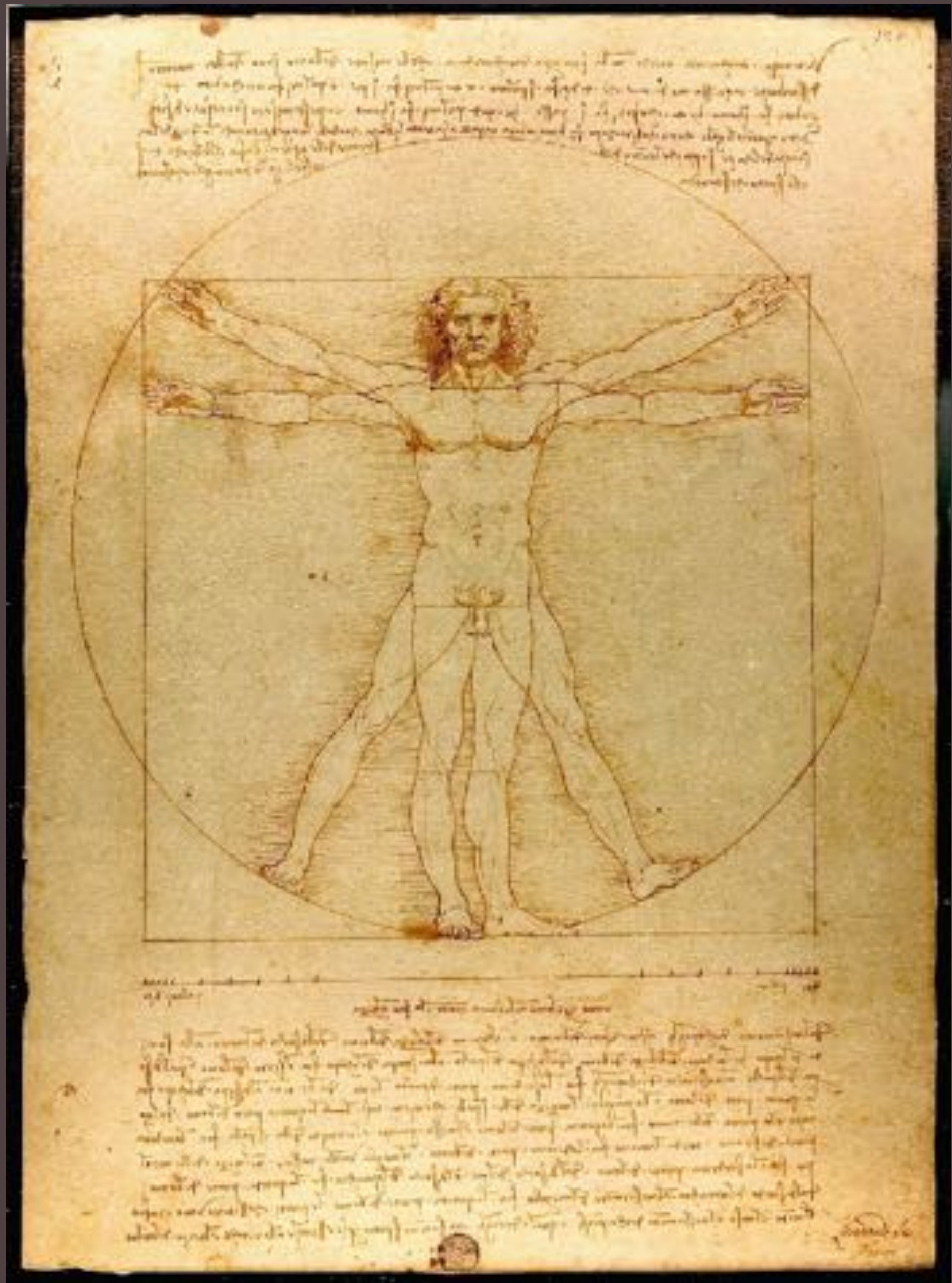
46.0  
35

11



69.2  
11

3.12



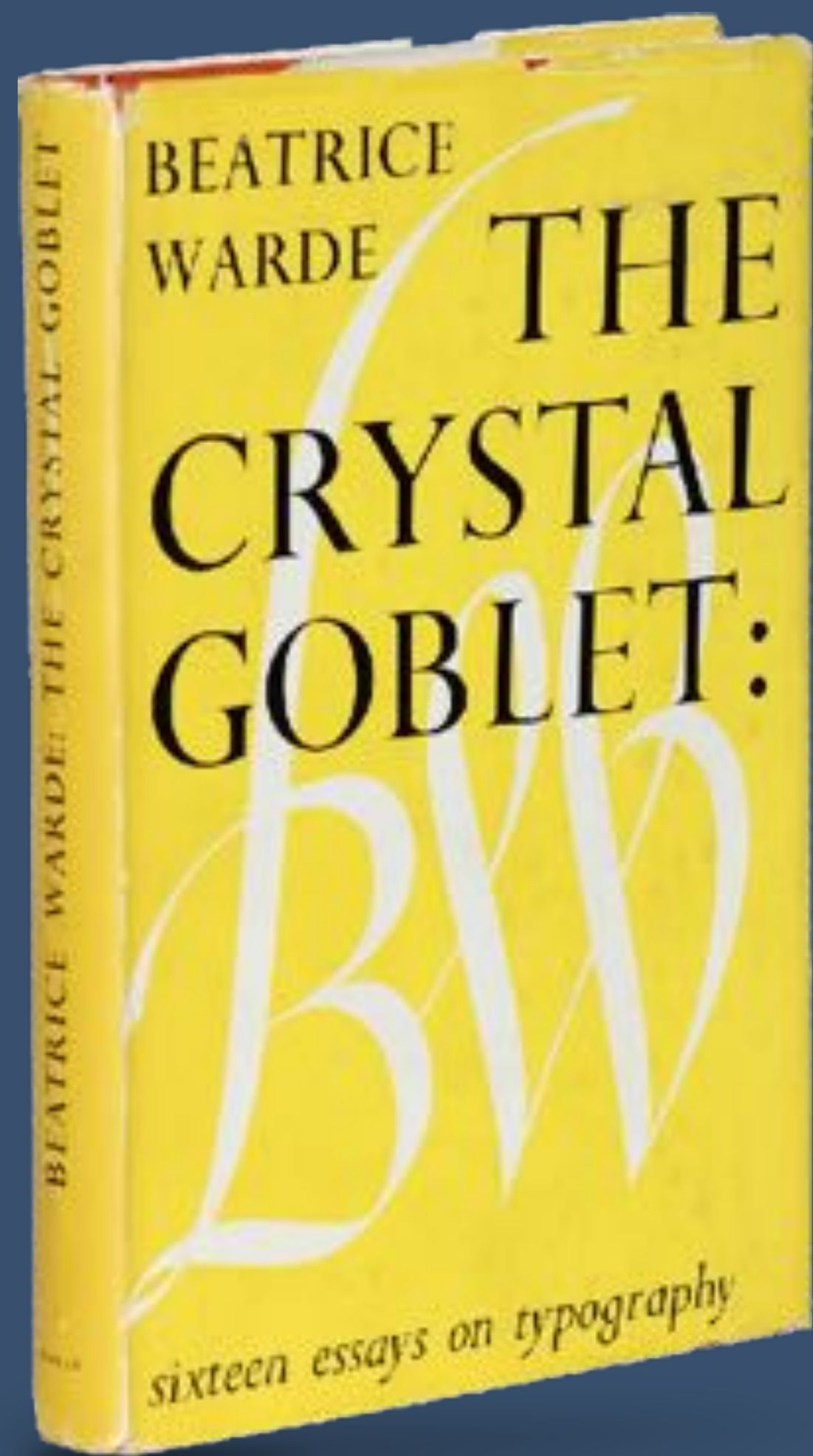
“cosmografia del  
minor mondo”

The Elements  
of Typographic Style

*Fourth edition (version 4.0)*

*Robert Bringhurst*





**“Type well used is invisible as type”**

—Beatrice Warde

“The Crystal Goblet”, 1932

**Type is never neutral**

I love you

***I love you***

I love you ♡

Typography is the detail and the presentation of a story. It represents the voice of an atmosphere, or historical setting of some kind. It can do a lot of things.

—Miles Tetterton

**Type is how we ‘hear’ what we read**

**A** SIGN IN THE SHAPE of an artist's palette announcing the establishment from which Alfred Bartlett sold his inspirational Motto cards and also published *The Cornhill Booklet* hung over the sidewalk on the northeast side of Cornhill. Bartlett's office was on the second floor; Dwiggins rented space on the third and, as a part of his tenant's agreement, minded the shop when Alfred was out. The illustrator and lettering artist Theodore B. Haggood also occupied space on the third floor. The printing historian Ray Nash once described 69 Cornhill as "an ancient brick building with fireplaces, small-lighted windows and many steps, the tread and riser of each being unlike any other." Carl Purington Rollins wrote:

Cornhill was a short up-hill street in the North End (not wholly unlike its progenitor in London) where artisans in the graphic arts, dealers in second-hand books, and other commercial small fry found congenial lodging. No. 69 [was] a rendezvous for young enthusiasts in arts and letters. It was the kind of rookery which is always congenial to men and women brimming full of life.

The Hingham Centre years had been mostly literary in nature — calligraphic cards for Bartlett, book spines and ornament drawings for Merrymount, and a few book covers for other publishers. Dwiggins would continue work of this character over the next few years, but now, from his little room on the third floor, he began to produce a flood of brochures, placards, newspaper ads, and general commercial illustration and lettering. The jobs didn't just bring financial stability: They also sharpened his skills as he operated under urgent deadlines. This commercial work dominated the period from 1910 until the mid-1920s and made Dwiggins a master of its skills, bringing him considerable fame (even as he still dreamed of making books).

Updike continued to use Dwiggins as a principal resource for design and sent him commissions for book covers, title-page ornaments, spine labels, and endleaves; sheet-music decorations for Schirmer and Boston Music; bookplates; seals for the Tavern Club, St. Mark's School, and Trinity College; and the lettering of



# The Crystal Goblet, or Printing Should Be Invisible

*by Beatrice Warde (1900–1969)*

**I**magine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not you are a connoisseur of wine. For if you have no feelings about wine one way or the other, you will want the sensation of drinking the stuff out of a vessel that may have



**but tension!**

Change to "Type  
should be seen  
and not heard"

Stop asking for fonts. You  
can't have them. We have  
to load more javascript  
- engineering

Can we set this  
in Helvetica?

**“the idea of using three different font files  
to represent one word would be dismissed  
as quickly as the thought appeared”**

**—Rich Rutter, author of ‘Web Typography’**

# StyleGuides.io



**Design System**  
By [Author]

Defining the design system for [Product]. It is a series of individual styles, components, and guidelines used to create unified user experiences.

[Link] [Link] [Link] [Link]



**Design System**  
By [Author]

Defining the design system for [Product]. It is a series of individual styles, components, and guidelines used to create unified user experiences.

[Link] [Link] [Link] [Link]



**Design Patterns**  
By [Author]

The design patterns used in [Product].

[Link] [Link] [Link] [Link]



**css (guide lines)**  
By [Author]

High-level advice and guidelines for writing clean, maintainable CSS.

[Link] [Link] [Link] [Link]



**Design System**  
By [Author]

Defining the design system for [Product]. It is a series of individual styles, components, and guidelines used to create unified user experiences.

[Link] [Link] [Link] [Link]



**Pattern Library**  
By [Author]

Defining the design system for [Product]. It is a series of individual styles, components, and guidelines used to create unified user experiences.

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**View & Tone**  
By [Author]

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**Design System**  
By [Author]

Defining the design system for [Product]. It is a series of individual styles, components, and guidelines used to create unified user experiences.

[Link] [Link] [Link] [Link]



**Being a Web Developer**  
By [Author]

Defining the design system for [Product]. It is a series of individual styles, components, and guidelines used to create unified user experiences.

[Link] [Link] [Link] [Link]



**Design System**  
By [Author]

Defining the design system for [Product]. It is a series of individual styles, components, and guidelines used to create unified user experiences.

[Link] [Link] [Link] [Link]



**Lightning Design System**  
By [Author]

Defining the design system for [Product]. It is a series of individual styles, components, and guidelines used to create unified user experiences.

[Link] [Link] [Link] [Link]



**Base Style Guide**  
By [Author]

Defining the design system for [Product]. It is a series of individual styles, components, and guidelines used to create unified user experiences.

[Link] [Link] [Link] [Link]



COLORS



TYPOGRAPHY

Type scale

Additional emphasis

Display styles

Emphasis styles

Font stack

Resources



ILLUSTRATIONS



ICONS



DATA VISUALIZATIONS

Power v112.0

Submit feedback or feature requests

# Typography

Shopify admin provides a constrained, purposeful set of typographic styles. These styles map as much as possible to functional roles so you know when each can be used.

By consistently using typographic styles to represent functions in the interface, we create a clear visual pattern for merchants to follow while they're interacting with our product.

## Type scale

The typographic scale is designed to keep the number of separate styles to the minimum that works for the Shopify admin.

Large device

Small device

# Make commerce better for everyone.

font-size: 40px;  
line-height: 44px;  
font-weight: 20

Display x-large

7 Aug 2017

Updates

# Typography

This guideline explains how to use typography on the BBC website. It covers initial guidelines for BBC Reith, as well as legal requirements.

Contributors

[View the Code](#)

	Example Usage	Group A	Group B	Group C	Group D
Canon	Hero or blog post title	28/32	32/36	52/56	44/48
Trafalgar	Article title or section header	20/24	24/28	36/40	32/36
Paragon	Primary headline on indexes	20/24	22/26	28/32	28/32
Double Pica	Sub header	20/24	20/24	26/30	24/28
Great Primer	Headline title or subtitle	18/22	18/22	21/24	20/24
Body Copy	Article body copy only	15/20	16/22	18/24	16/22
Pica	Index links, titles & headlines	15/20	16/20	18/22	16/20
Long Primer	Index body copy & image captions	15/18	15/18	15/20	14/18
Brevier	Time stamps and bylines	14/16	14/18	14/18	13/16
Minion	Small header capitals	12/16	12/16	13/16	12/16



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EPISODE 126

# On Average



<https://99percentinvisible.org/episode/on-average/>





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EPISODE 226  
On Average  
marketo

**“by designing something for an average pilot, it was literally designed to fit nobody”**



<https://99percentinvisible.org/episode/on-average/>

OUR FEARLESS  
CREATORS

# Out of the Doghouse, Into the Bed

By JEN A. MILLER MARCH 13, 2018



istock

For most Americans, dogs are no longer relegated to the doghouse. According to the American Pet Products Association, an industry trade

### RELATED COVERAGE



The Empathetic Dog JUNE 4, 2017



WELL  
Committing to a Dog After Cancer  
MAY 28, 2013



Quantifying the Benefits of Owning a Dog  
JULY 26, 2017

### RECENT COMMENTS

**Earl Richards** 4 hours ago

I had friends visit. They slept with their dog. When they left, I stripped the bed and found a tick. We are in an area with Lyme Disease. ...

**Refugee from East Euro communism** 4 hours ago

The logic and comments are just another telling indicator how "far" it's civilization world. Now we need some environmental activists (or ...

**Gretchen** 4 hours ago

Depends on the dog (or cat). I've had some that were easier to have in the bed than my children or spouse, and others whose ...



# Out of the Doghouse, Into the Bed



istock

By Jen A. Miller March 13, 2018

For most Americans, dogs are no longer relegated to the doghouse. According to the American Pet Products Association, an industry trade group, almost 60 percent of dog owners say they regard their pet as a child or member of the family. And many let their dogs snuggle up to sleep right in their human owners' beds, often alongside their owners.

But is sleeping in the same bed with your dog

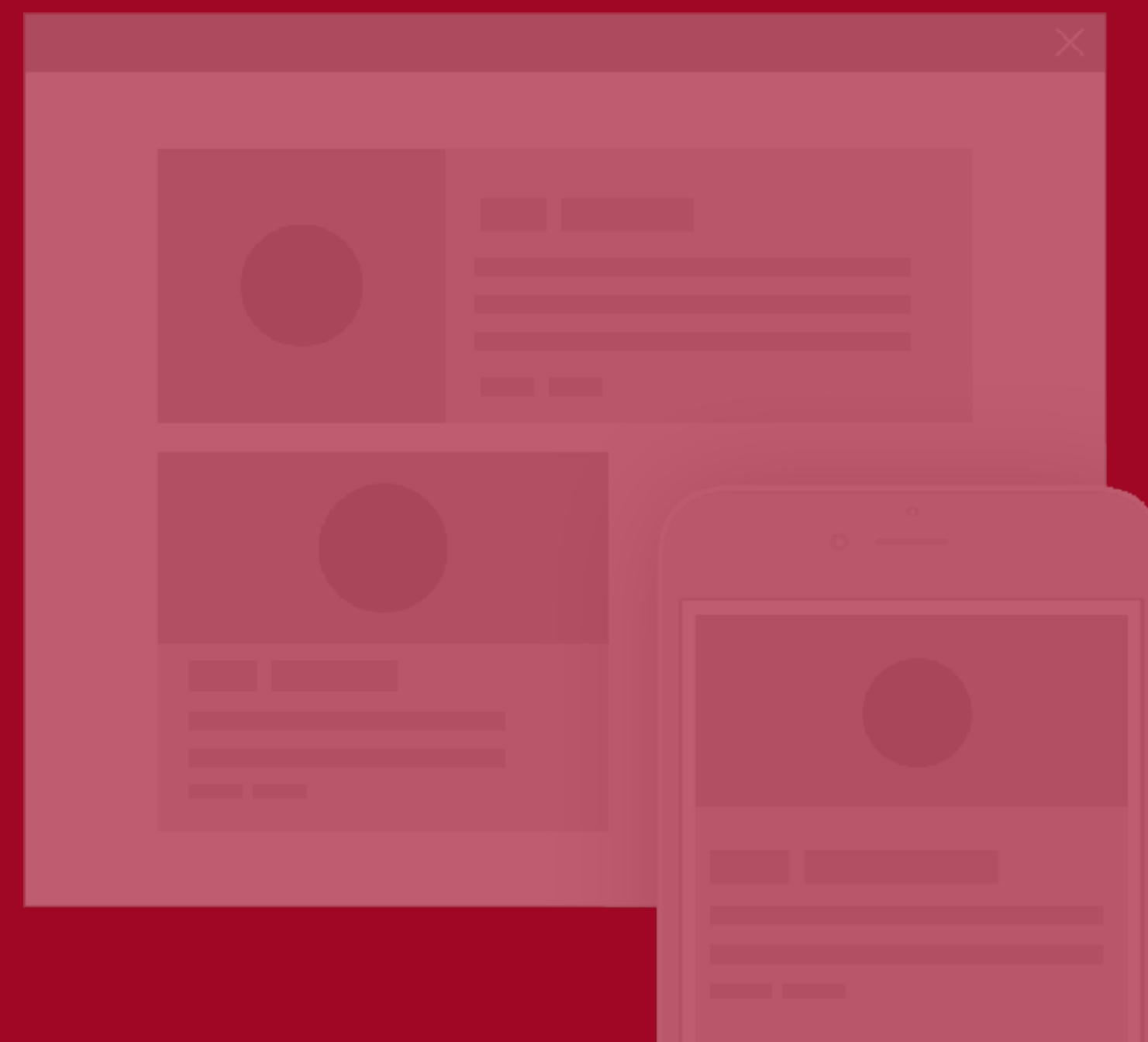
“ **Currently**  
the web  
— is — **ALL**  
**SYSTEM**  
no soul ”

**FONTS**

ormant typography

Begin expedition ▾

# We've created a new Crystal Goblet

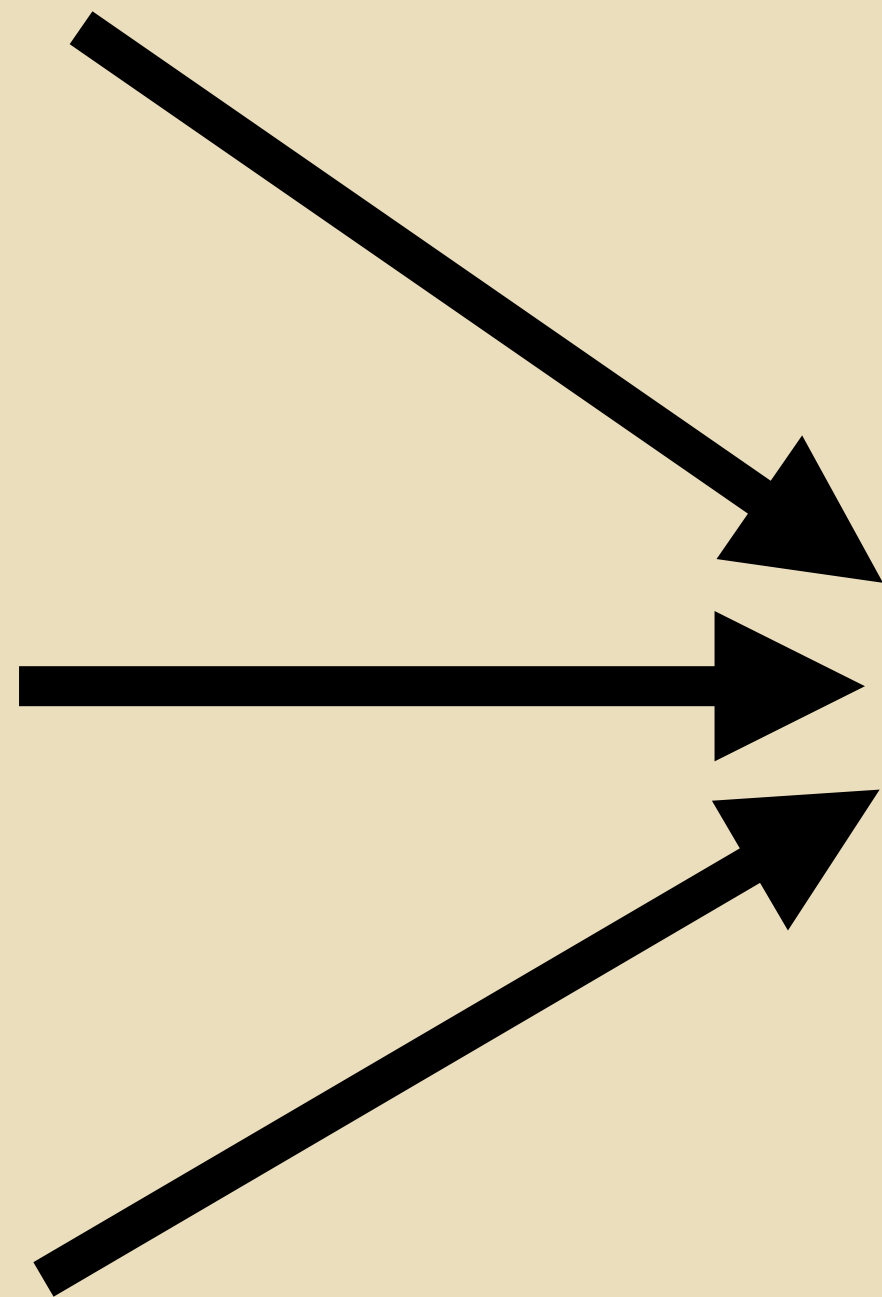


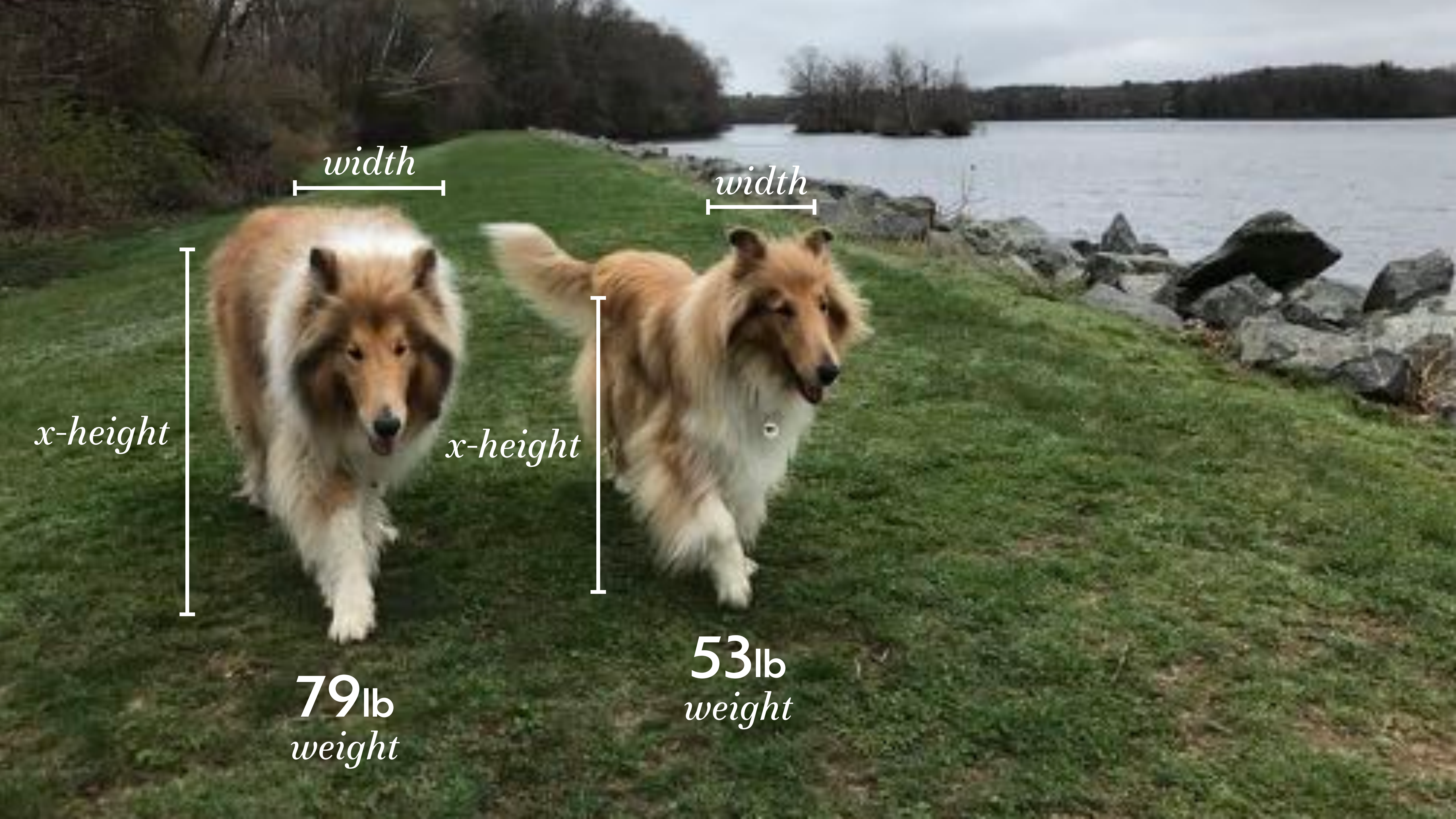




then came

# Variable Fonts





*width*

*width*

*x-height*

*x-height*

**79lb**  
*weight*

**53lb**  
*weight*



# Registered Axes

# Weight

'wght'

Handglove

```
font-weight: 88;
```

```
font-variation-settings: 'wght' 88;
```

# Weight

'wght'

Handglove

```
font-weight: 264;
```

```
font-variation-settings: 'wght' 264;
```

# Width

'wdth'

Handglove

```
font-stretch: 265;
```

```
font-variation-settings: 'wdth' 265;
```

# Width

'wdth'

Handglove

```
font-stretch: 402;
```

```
font-variation-settings: 'wdth' 402;
```

# Width

'wdth'

Handglove

```
font-stretch: 265;
```

```
font-variation-settings: 'wdth' 265;
```

# Slant

'slnt'

Handglove

```
font-variation-settings: 'slnt' 0;
```

# Slant

'slnt'

*Handglove*

```
font-variation-settings: 'slnt' 1000;
```



# Italic

'ital'

Handglove

```
font-style: normal;
```

```
font-variation-settings: 'ital' 0;
```

# Italic

'ital'

*Handglove*

```
font-style: italic;
```

```
font-variation-settings: 'ital' 1;
```

# Optical Size

'opsz'

**Handglove**

```
font-variation-settings: 'opsz' 12;
```

# Optical Size

'opsz'

Handglove

```
font-variation-settings: 'opsz' 80;
```

**But wait, there's more**

# Grade

'GRAD'

# Handglove

```
font-variation-settings: 'GRAD' 88;
```

Grade

'GRAD'

Handglove

```
font-variation-settings: 'GRAD' 150;
```

# Ascenders & Descenders

'YTAS' & 'YTDE'

Handglove

```
font-variation-settings: 'YTAS' 750, 'YTDE' 250;
```



# Ascenders & Descenders

'YTAS' & 'YTDE'

Handglove

```
font-variation-settings: 'YTAS' 680, 'YTDE' 190;
```

# Mayhem

um—all of them

**HANDGLOVE**

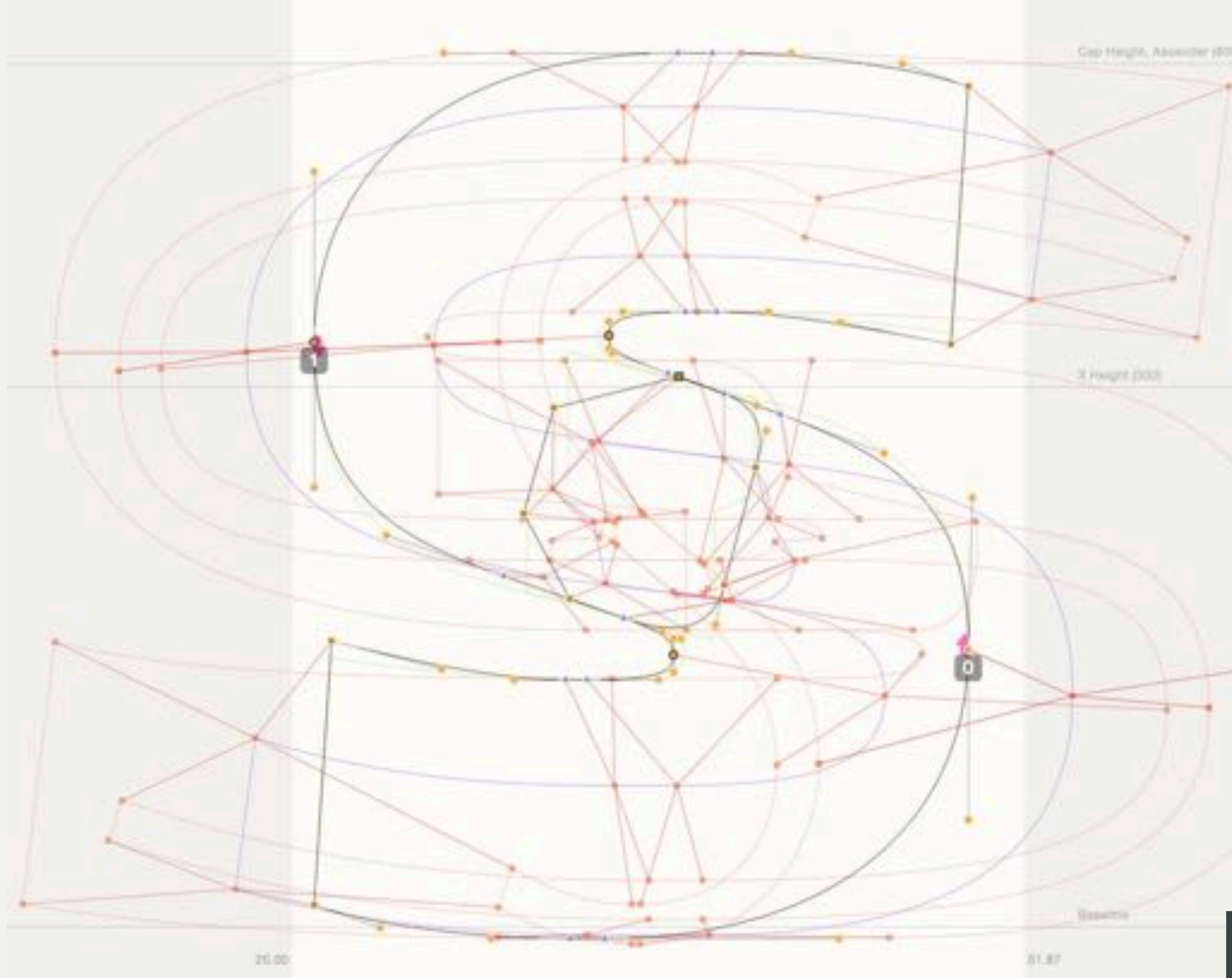
```
font-variation-settings: 'BLDA' 0, 'TRMD' 0, 'TRMC' 0, 'SKLD' 0,  
'TRML' 0, 'SKLA' 0, 'TRMF' 0, 'TRMK' 0, 'BLDB' 0, 'WMX2' 900, 'TRMB'  
0, 'TRMA' 0, 'SKLB' 0, 'TRMG' 0, 'TRME' 0;
```

# Mayhem

um—all of them



```
font-variation-settings: 'BLDA' 0, 'TRMD' 0, 'TRMC' 750, 'SKLD' 0,  
'TRML' 250, 'SKLA' 1000, 'TRMF' 250, 'TRMK' 250, 'BLDB' 1000, 'WMX2'  
750, 'TRMB' 500, 'TRMA' 500, 'SKLB' 1000, 'TRMG' 750, 'TRME' 500;
```



***So, you want to see code then***

```
@font-face {
```

```
font-family: 'Amstelvar';
```

```
src: url('amstelvar.ttf') format('truetype');
```

```
src: url('amstelvar.ttf') format('truetype-variations');
```

```
}
```

```
.myvariablefontclass {  
    font-weight: 563; /* 1-999 */  
    font-stretch: 491; /* 1-999 */  
    font-style: italic; /* binary */  
    font-optical-sizing: auto; /* matches font-size */  
}
```

```
.myvariablefontclass {  
    font-variation-settings:  
        'wght' 563, 'wdth' 491, 'ital' 1, 'opsz' 16;  
}
```

```
.myvariablefontclass {
```

```
  font-variation-settings:
```

```
    'wght' 563,
```

```
    'wdth' 491,
```

```
    'ital' 1,
```

```
    'opsz' 16,
```

```
    'GRAD' 88,
```

```
    'YTAS' 680,
```

```
    'YTDE' 190
```

```
  ;
```

```
}
```

}

**Custom axes must be uppercase**



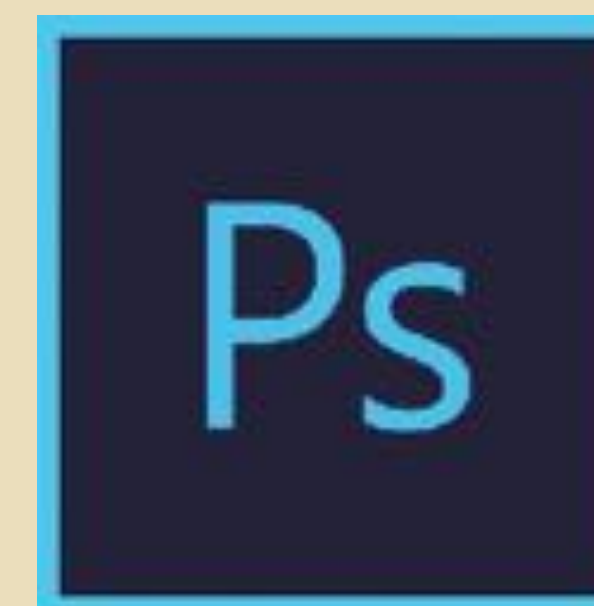
# ios



Soon



# Windows 10



# PSA: you can help

[W3C](#) [Github](#) [CSS](#) [Fonts](#) [Level 3](#)

[W3C](#) [Github](#) [CSS](#) [Fonts](#) [Level 4](#)

Introduction

MY SPECIMENS

Old Default

SPECIMENS

- NEW Protipo Variable
- 文鼎晶熙黑
- 晶熙ゴシック体
- Amstelvar
- Avenir Next
- BitCount
- Buffalo Gal
- Compressa
- Decovar
- DIN 2014
- Dunbar
- Fit
- Gingham
- Grade
- NEW T. J. J. J.

# Axis-Praxis is a website for playing with OpenType Variable Fonts

Discover 30+ variable fonts. Experiment with the typographic controls in the right panel on this default layout, or choose a typeface specimen from the left column. Every textbox is fully editable: change font, font size, alignment, line-spacing as well as the variation sliders. And type your own text, of course.



*Font makers can try out their own variable fonts. Just drag any variable TTF to the right panel, the current textbox gets set to that font, and its axes show up right away in the Font Variation section.*

The Font Variation controls adapt according to

TEXTBOX

Textbox

Font  ⓘ ⓘ

Font size

Line-height

Alignment  left  center  right  justify

Font Variations: 100% - 1000%

FONT VARIATIONS ⓘ

Instance

Weight

Optical Size

FONT FEATURES

- cllc
- calt
- case
- dnom
- frac
- liga
- frum
- scd
- numr
- dnum
- pnum
- ssw
- smcp
- ss01
- subs
- suop
- tnum
- zero

COLOUR

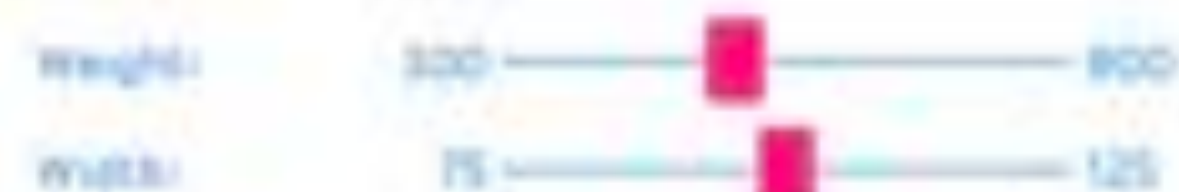
Font Color

# Variable Fonts <sup>beta</sup>



A simple resource for finding and trying variable fonts

## Venn VF



Venn VF is the first family from Dalton Maag to be distributed as a variable font. It's offered for free as a technology preview for use in commercial and non-commercial work until March 1, 2019.

Design: Dalton Maag Ltd.  
Publisher: Dalton Maag Ltd.  
Licensing: Free for personal and commercial use  
Info/Font: daltonmaag.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdef  
ghijklmnopqrstuvwxyz 0123456789

## Protipo Variable



A typeface designed for use in informational design. Production of the variable fonts was handled by Irene Vlachou.

Design: Neil Krugman, Veronika Burian

## Protipo Variable Compact

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdef  
ghijklmnopqrstuvwxyz 0123456789

## Protipo Variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Family: AvenirNext LT Pro Regular  
Subfamily: Regular  
Instances: 8  
Axis: 2  
Current: Weight: 850.3, Width: 80

Text Size (200px):

Named  
Instances

400  
75



# Handglove

# VARIABLE FONTS

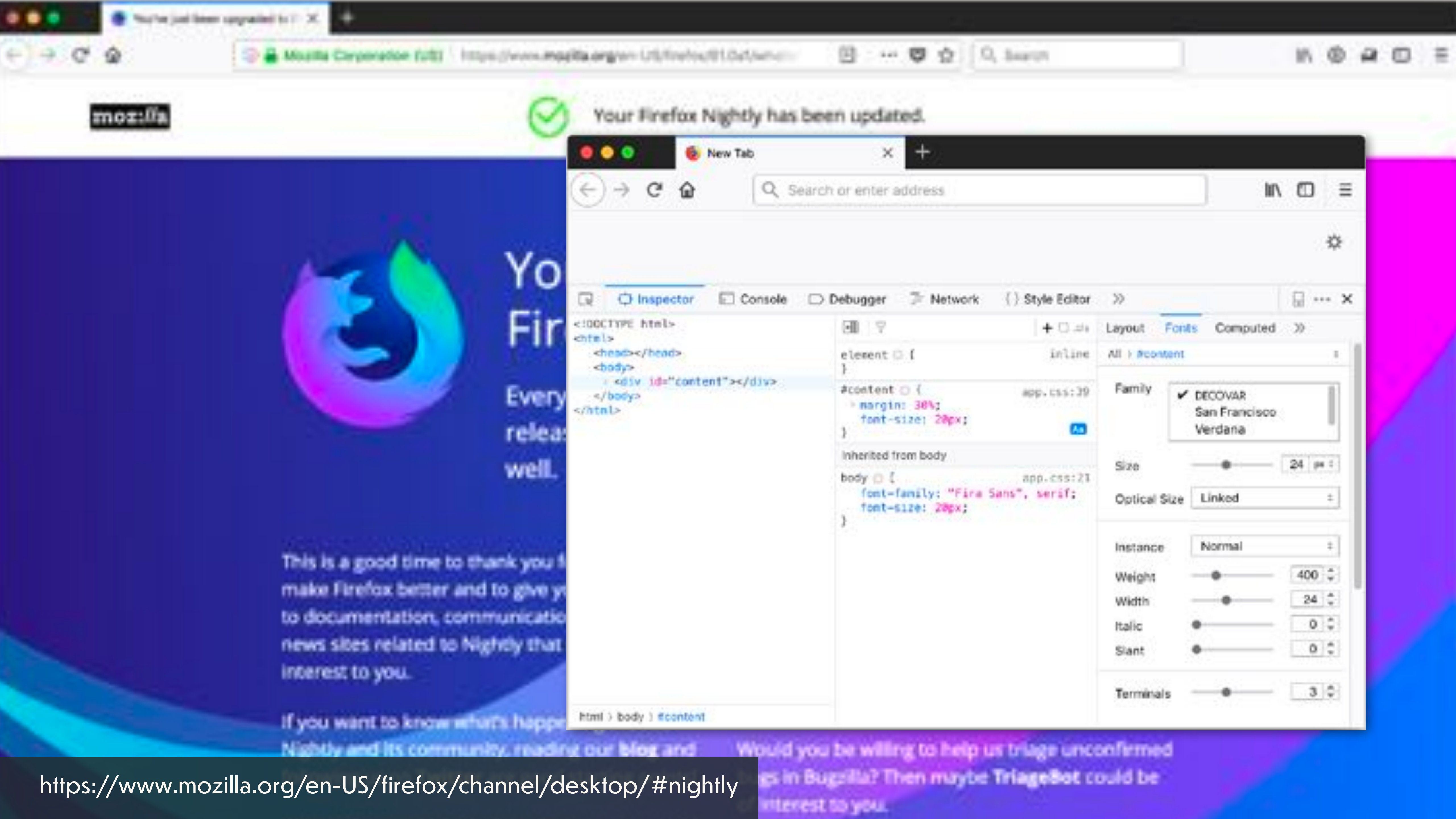
An exploration of expressive, performant typography

Begin expedition 🗺️



## Intro heading

Four score and **seven** years ago our *forefathers* brought forth on this continent a nation, conceived in liberty, and dedicated to the idea that all men are created equal.



mozilla



Your Firefox Nightly has been updated.



You  
Fire  
Every  
releas  
well.

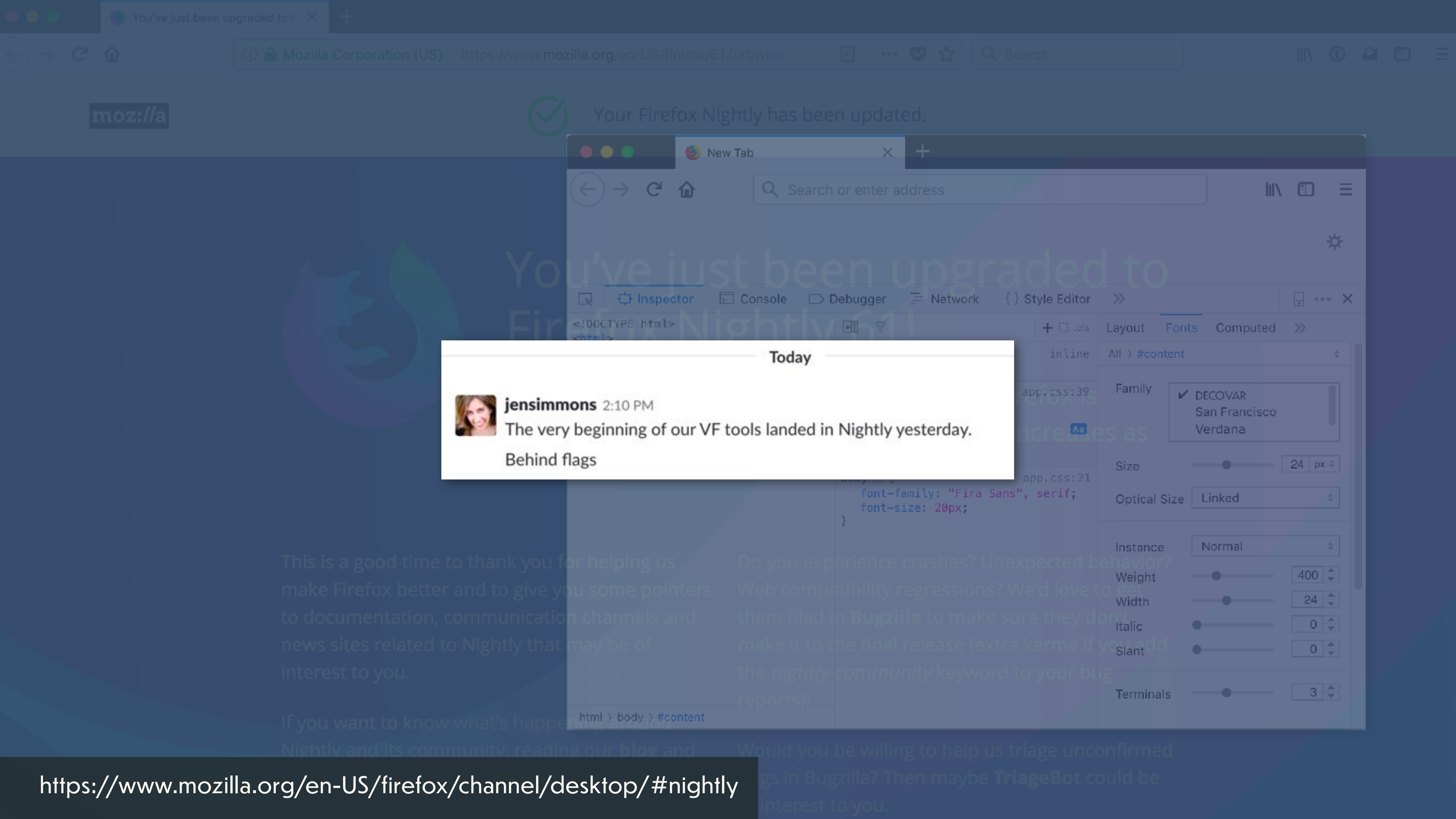
This is a good time to thank you for making Firefox better and to give you a shout-out to documentation, communication, and news sites related to Nightly that are of interest to you.

If you want to know what's happening with Firefox Nightly and its community, reading our blog and...


Would you be willing to help us triage unconfirmed bugs in Bugzilla? Then maybe TriageBot could be of interest to you.

<https://www.mozilla.org/en-US/firefox/channel/desktop/#nightly>





**Today**

 **jensimmons** 2:10 PM  
The very beginning of our VF tools landed in Nightly yesterday.  
Behind flags



THE UNIVERSITY OF CHICAGO  
DEPARTMENT OF CHEMISTRY  
5408 SOUTH ELLIS AVENUE  
CHICAGO, ILLINOIS 60637  
TEL: (773) 936-3700  
WWW.CHEM.UCHICAGO.EDU

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THIS DOCUMENT IS UNCLASSIFIED  
DATE 08-14-2010 BY 60322 UCBAW

**Standing still, moving ahead**



## THE ULTIMATE COLLEGE BASKETBALL ROAD TRIP

RECE DRIVEL AND JAY BLAKE PURSUE GLORY IN THE NEW RANGE ROVER SPORT

WATCH THE FILM








ARRIVE &amp; BEYOND

## Quick Links

-  Check your bracket
-  TC Second Chance
-  Women's TC
-  NFL Free Agency

Suggested Favorites 

-  Patriots  
NFL
-  Red Sox  
MLB
-  Celtics  
NBA
-  Bruins  
NHL
-  PROV  
NCAA

[Manage Favorites](#)

## Customize ESPN

[Sign Up](#)

MEN'S BASKETBALL CHAMPIONSHIP - SOUTH REGION - ELITE 8










LCHI
30
THE 333-2st
22
KSU


## Follow live: Loyola-Chicago, Kansas State duel in surprising Elite Eight matchup

The Ramblers and Wildcats are looking for a chance to make their first Final Four appearances since 1963 and 1964, respectively.

The speed of these Loyola-Chicago guards is the difference. Has been that way throughout the tournament. They force help because they're blazing past K-State defenders. Just shakes everything up. Hard to stay in front of the Ramblers.

## Top Headlines

-  Derry sprains MCL, to be evaluated in 3 weeks
-  Kyrie expected out 3-6 weeks after surgery
-  Wagnack calls out threats from Miami crowd
-  Rangers instructor HeJo hit in face by foul ball
-  Yanika worried as Bird undergoes MRI on foot
-  Phillies cut K-Rod, set Arrieta debut for April 9
-   Best NBA draft prospects in Elite Eight

RECE AND JAY ON THE ULTIMATE COLLEGE BASKETBALL ROAD TRIP

WATCH THE FILM



ARRIVE &amp; BEYOND



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## What's News



Houston Police Chief Art Acevedo, center, and Houston Police officers standing with a group of young people at a rally.

## Rallies Across Nation Call for Tougher Gun Laws

Hundreds of thousands of young people and their supporters rallied from California to Connecticut to demand stricter gun laws in America. [# WSJ](#)

## How Facebook's Past Data Policies Led to Its Current Crisis

A key period in Facebook's past—when developers were able to access huge amounts of data—is coming back to haunt the social network. [# WSJ](#)



- [How to Reduce Your Exposure to Facebook](#)
- [Facebook Tries to Calm Advertisers Amid Crisis](#)

## San Francisco Fed Leader Is Front Runner to Serve as N.Y. Fed President

San Francisco Fed President John Williams is the leading candidate to become the next president of the Federal Reserve Bank of



## Markets

[U.S.](#) [EUROPE](#) [ASIA](#) [FX](#) [RATES](#) [FUTURES](#)


<b>DIA</b>	23533.20	-424.69	-1.77%
S&P 500	2588.26	-55.43	-2.15%
Nasdaq	6992.67	-174.08	-2.48%
Russell 2000	1513.08	-33.79	-2.19%
DJ Total Mkt	26873.36	-568.09	-2.07%

Mar 23 '18 4:47 PM EDT

[MARKETS](#)

## Opinion

### Facebook's Public Reckoning

By The Editorial Board / Review &amp; Outlook

### How Russia and China Could Come Unhinged

**PUTIN HIS FOOT DOWN**

# Trump is reportedly about to expel Russian diplomats over the UK poisoning scandal

**#NEVERAGAIN**

Everything you need to know about the March for Our Lives protest this weekend

**EMBATTLED**

The Cambridge Analytica scandal is raising uncomfortable questions about the Brexit vote

**SHUT OUT**

Trump issues a formal ban on transgender people serving in the military







Let's talk about

# Typography for reading

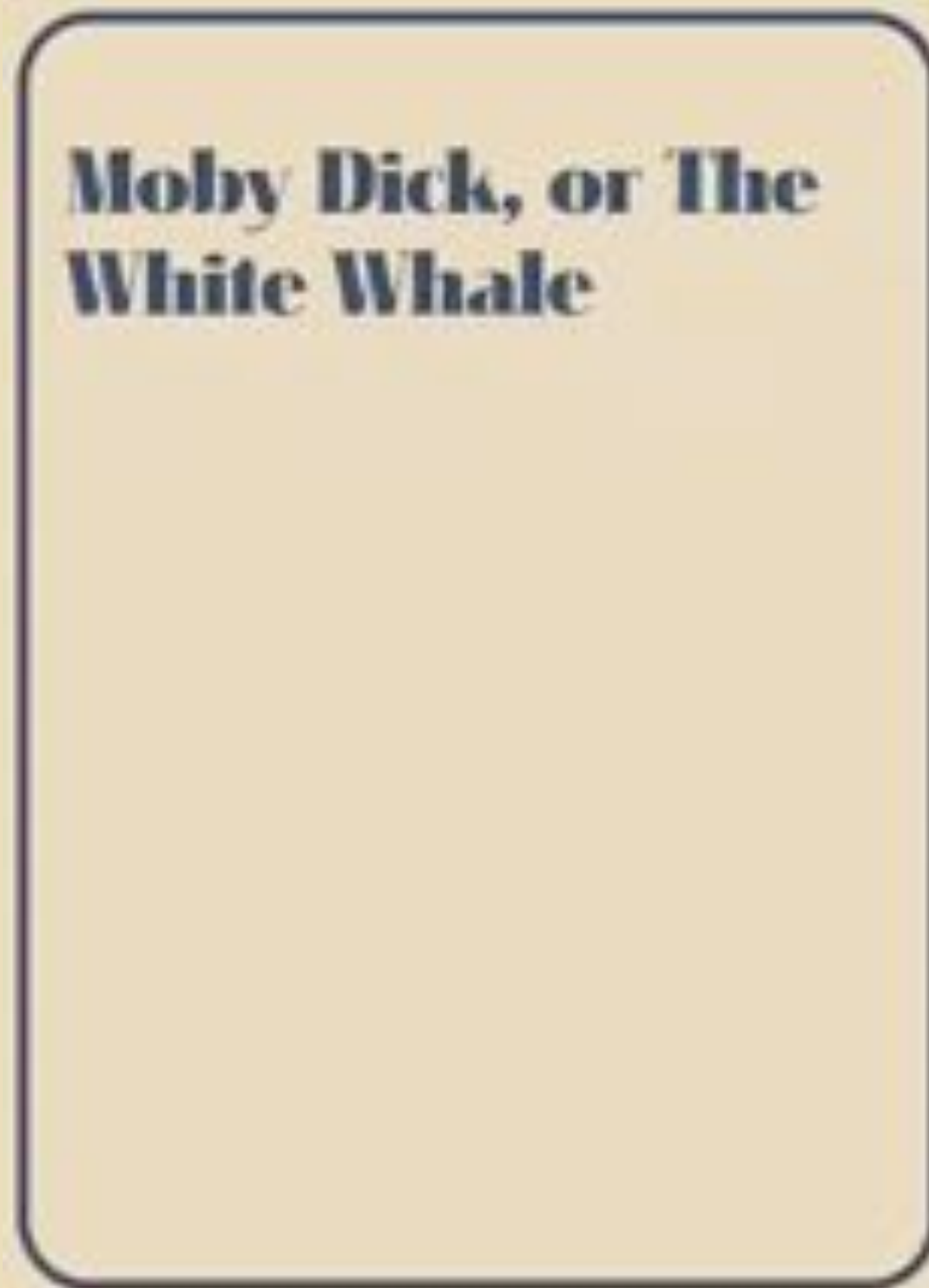


# An even more modular scale

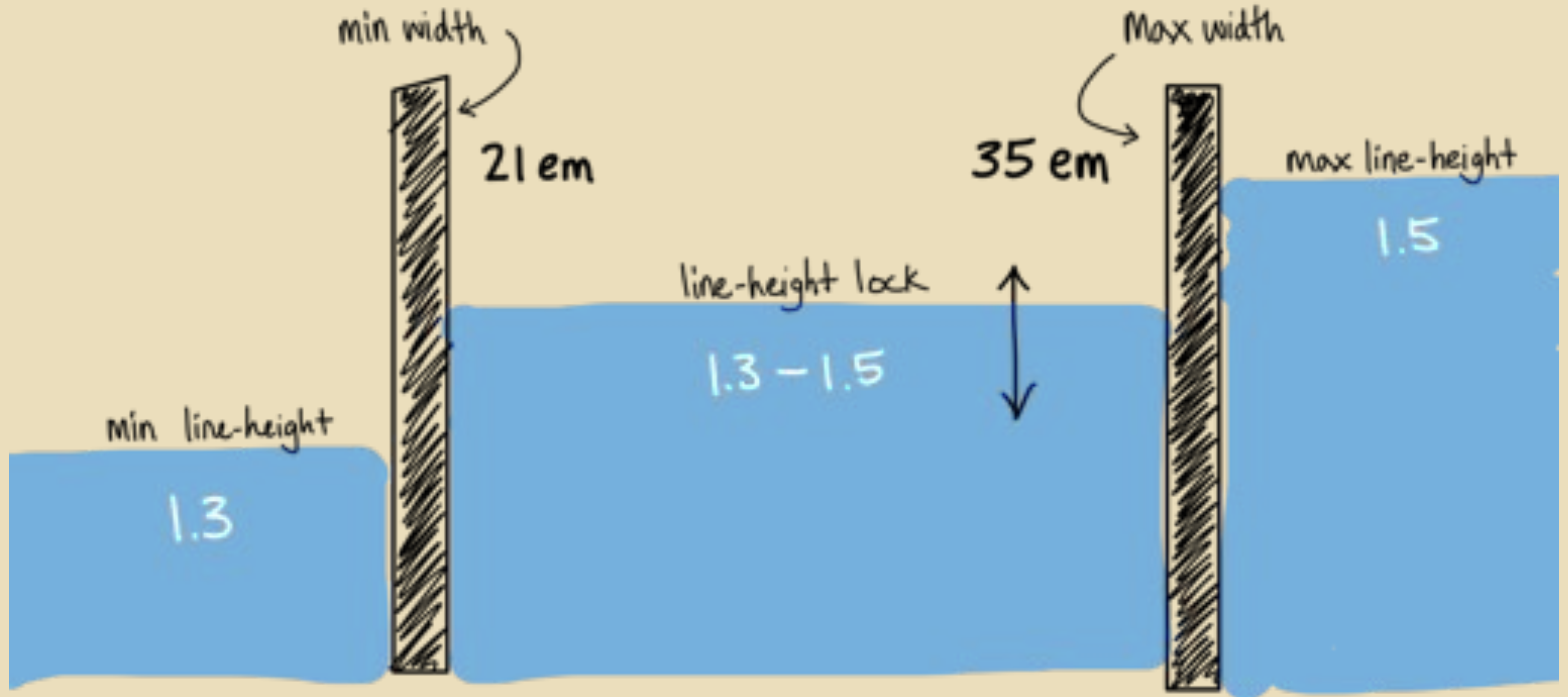
	1	1.25							
DESKTOP	$H_1$								
MOBILE	$H_1$								

The image shows a grid layout for a modular scale. The grid is divided into two main sections: 'DESKTOP' (top) and 'MOBILE' (bottom). The 'DESKTOP' section is further divided into four columns, each containing a large 'H' followed by a subscript (H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, H<sub>4</sub>). The 'MOBILE' section is also divided into four columns, each containing a large 'H' followed by a subscript (H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, H<sub>4</sub>). The grid is overlaid on a grid background. The 'DESKTOP' section is highlighted in light blue, and the 'MOBILE' section is highlighted in light orange. The grid lines are black. The 'DESKTOP' section has a height of 1.25 units. The 'MOBILE' section has a height of 2 units. The 'DESKTOP' section is divided into four columns, each with a width of 1.25 units. The 'MOBILE' section is divided into four columns, each with a width of 1.25 units. The 'DESKTOP' section is divided into four columns, each with a width of 1.25 units. The 'MOBILE' section is divided into four columns, each with a width of 1.25 units. The 'DESKTOP' section is divided into four columns, each with a width of 1.25 units. The 'MOBILE' section is divided into four columns, each with a width of 1.25 units.

# An even more modular scale



# Locks, stock, & many scaling barrels



```
:root {  
  /* breakpoint variables */  
  --bp-small: 24.15;  
  --bp-medium: 43.75;  
  --bp-large: 60.25;  
  --bp-xlarge: 75;  
  
  /* h1 variables */  
  --h1-font-size-min: 5;  
  --h1-font-size-max: 10;  
}
```

```
h1 {
  font-size: calc( var(--h1-font-size-min) * 1em );
}

@media screen and (min-width: 24.15em) {
  h1 {
    font-size: calc(( var(--h1-font-size-min) * 1em ) +
      ( var(--h1-font-size-max) - var(--h1-font-size-min) ) *
      ((100vw - ( var(--bp-small) * 1em )) / ( var(--bp-
xlarge) - var(--bp-small) ))));
  }}

@media screen and (min-width: 75em) {
  h1 {
    font-size: calc( var(--h1-font-size-max) * 1em );
  }}
}
```



# Moby Dick; or The White Whale

## CHAPTER 1. Loomings.

Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off—then, I account it high time to get to sea as

# Moby Dick; or The White Whale

font-size  
font-stretch  
font-optical-sizing  
line-height  
asc/desc

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font-size  
font-stretch  
font-optical-sizing  
line-height

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There now is your modular city of the Marhuttons, belted round by wharves as Indian isles by coral reefs; commerce surrounds it with her feet. Right and left, the streets take you waterward. Its extreme downtown is the battery, where the noble main is washed by waves, and cooled by breezes, which a few hours previous were out of sight of land. Look at the crowds of water-gazers there.

Circumnavigate the city of a dreary Sabbath afternoon. Go from Carvers Hook to Coenties Slip, and

☞ Sidebar

**Optical sizing**  
one shape is not for all sizes

# A S P E C I M E N

By WILLIAM CASLON, Letter-Founder, in Chifwell-Street, LONDON.

ABCD

ABCDE

ABCDEF

ABCDEFGH

ABCDEFGHIJK

ABCDEFGHIJKL

ABCDEFGHIKLMN

Quousque tandem abutere, Catilina, pati-

## DOUBLE PICA ROMAN.

Quousque tandem abutere, Catilina, patientia nostra? quamdiu nos etiam furor iste tuus eludet? quem ad finem sese effrenata jactabit audacia? nihil in nocturnis profectum patenti, nihil in vigiliis, nihil in senis populi, nihil in senatus consilio, nihil in conspectu nostrorum.

## Great Primer Roman.

Quousque tandem abutere, Catilina, patientia nostra? quamdiu nos etiam furor iste tuus eludet? quem ad finem sese effrenata jactabit audacia? nihil in nocturnis profectum patenti, nihil in vigiliis, nihil in senis populi, nihil in senatus consilio, nihil in conspectu nostrorum.

## English Roman.

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## Pica Roman.

Militem, quousque tandem abutere, Catilina, patientia nostra? quamdiu nos etiam furor iste tuus eludet? quem ad finem sese effrenata jactabit audacia? nihil in nocturnis profectum patenti, nihil in vigiliis, nihil in senis populi, nihil in senatus consilio, nihil in conspectu nostrorum.

## Double Pica Italic.

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# A S P E C I M E N

By WILLIAM CASLON, Letter-Founder, in Chifwell-Street, LONDON.



Caslon, 72pt



Caslon, 6pt

HTML CSS Result EDIT ON CODEPEN

**FRANK SPRUNG**  
Collectible Soups

**NANCY TO PARIS**  
Fished Mercurically

**FANCY MINCE MAKER**  
Mechining numerations

**OPTICAL FORMATTED SALAD** Illumination  
issueing repeatedly I Practices made boredom  
repeat

Parlimentary Democracies in Conoco P. Wished her snazzv

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Caslon, 72pt



Caslon, 6pt



Amstelvar, no optical sizing



Amstelvar, with optical sizing

**Meanwhile, back in your  
reading experience...**



# Moby Dick, or the White Whale

## CHAPTER 1. Loomings.

Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off—then, I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself upon his sword; I quietly take

# Moby Dick oder Der weiße Wal

## Erstes Kapitel

Als ich vor einigen Jahren – wie lange es genau her ist, tut wenig zur Sache – so gut wie nichts in der Tasche hatte und von einem weiteren Aufenthalt auf dem Lande nichts mehr wissen wollte, kam ich auf den Gedanken, ein wenig zur See zu fahren, um die Welt des Meeres kennenzulernen. Man verliert auf diese Weise seinen verrückten Spleen, und dann ist es auch gut für die Blutzirkulation. Wenn man den scheußlichen Geschmack auf der Zunge nicht loswerden kann; wenn man das Frostgefühl eines feuchten und kalten Novembers auf der Seele hat; wenn man unwillkürlich vor jedem Sargmagazin stehenbleibt und jedem Leichenzug nachsieht, wenn man sich der Schwermut nicht mehr erwehren kann, daß man auf die Straße stürzen und vorsätzlich den Leuten den Hut vom Kopfe schlagen müßte, dann ist es allerhöchste Zeit, auf See zu gehen. Das ist für mich Ersatz für

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Warm heart & cold fingers

**handglove**

Warm heart & cold fingers

**handglove**

**GRASS**

Let's talk about

# Editorial design & art direction

**The Crystal Goblet, or  
Printing Should Be  
Invisible**

# The Crystal Goblet, or Printing Should Be Invisible

lead a total stranger to think my own thought. It is sheer magic that I should be able to hold a one-sided conversation by means of black marks on paper with an unknown person half-way across the world. Talking, broadcasting, writing, and printing are all quite literally forms of thought transference, and it is the ability and eagerness to transfer and receive the contents of the mind that is almost alone responsible for human civilization.

If you agree with this, you will agree with my one main idea, i.e. that the most important thing about printing is that it conveys thought, ideas, images, from one mind to other minds. This statement is what you might call the front door of the science of typography. Within lie hundreds of rooms; but unless you start by assuming that printing is meant to convey specific and coherent ideas, it is very easy to find yourself in the wrong house altogether.

Before asking what this statement leads to, let us see what it does not necessarily lead to. If books are printed in order to be read, we must distinguish readability from what the optician would call legibility. A page set in 14-pt Bold Sans is, according to the laboratory tests, more 'legible' than one set in 11-pt Baskerville. A public speaker is more 'audible' in that sense when he bellows. But a good speaking voice is one which is inaudible as a voice. It is the transparent goblet again! I need not warn you that if you begin listening to the inflections and speaking rhythms of a voice from a platform, you are falling asleep. When you

Type well used  
is invisible  
as type

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THE WALL STREET JOURNAL.

WSJ



KEITH RICHARDS  
WSJ. MAGAZINE

VOL. CCLXXI NO. 37

WEEKEND

★★★★ \$5.00

□ DOW JONES | Market Group

SATURDAY/SUNDAY, MARCH 10 - 11, 2018

WSJ.com

What's  
News

World-Wide

Trump's decision to accept a meeting with North Korea's Kim reached off a rush by U.S. officials to assemble a diplomatic strategy with little precedent in U.S. history. **A1, A6, A7**

• Trump's lawyers are seeking a deal with Mueller that sees an interview with the president to ease a conclusion to the Russia probe. **A4**

• Turkey is preparing an invasion: attacks on the Syrian Kurdish enclave of Afrin after a weeklong of fighting, Erdogan said. **A10**

• U.S. allies are seeking an exemption from tariffs on steel and aluminum. EU officials said they would prevent their case. **A10**

• The administration moved to block states from requiring firms that collect customer data payments, saying it was a federal rule. **A4**

• The FDA is allowing a generic testing firm to market a cancer drug kit directly to the public, a first for the agency. **A3**

• A sheriff's office in Tulsa, Okla., refused to pay \$2 million to the family of an unarmed black man killed by a white officer. **A5**

# Hiring Boom Draws Workers Back

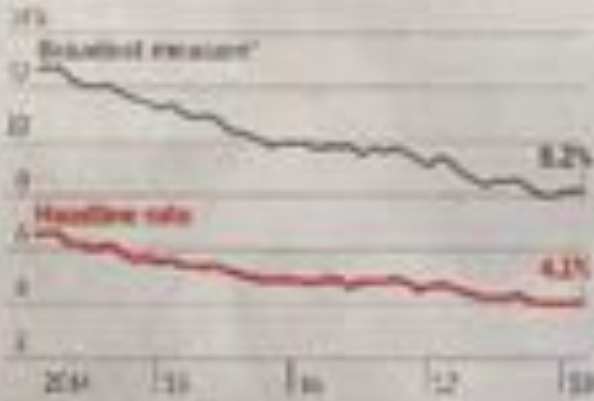
Employers added jobs at the fastest pace in a year and a half.

Monthly change in nonfarm payrolls



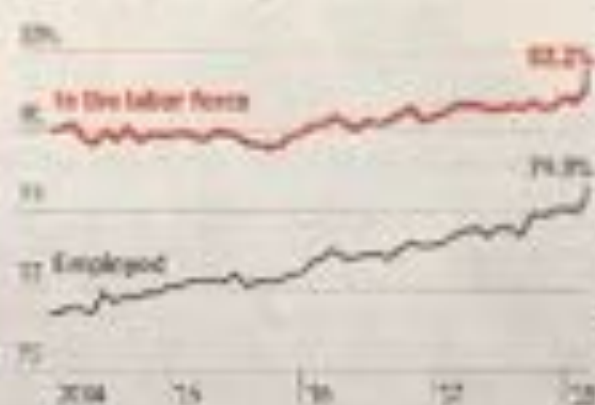
The labor force increase also kept unemployment steady.

Unemployment rate



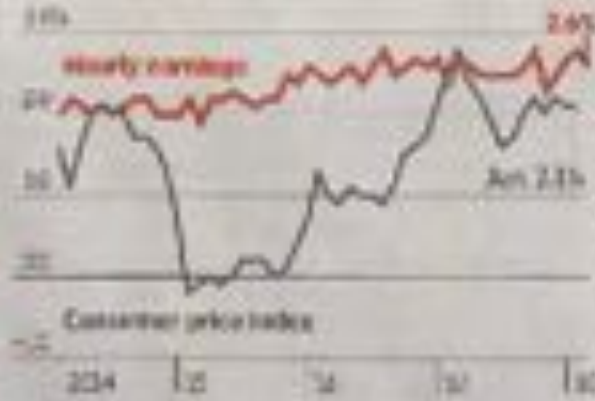
Largely hiring workers drawn off the sidelines of the labor force.

Share of population aged 25-54 that is



...and is likely a factor keeping wage growth in check.

Change from a year earlier



...and boosting job growth in nearly every sector.

Monthly payroll change by sector, thousands



Employers added jobs at strongest pace since mid-2016, but Fed gets breathing room on rates

By Eric Lipton

WASHINGTON—Companies ramped up hiring last month and people flooded back into the workforce, a potent mix supporting the U.S. economy can run strong without overheating and forcing the Federal Reserve to hike its borrow on the expansion with aggressive interest-rate increases.

Investors, anticipating the combination of robust economic growth and a restrained central bank, sent the Dow Jones Industrial Average up 440.53 points, or 1.77%, to 25,025.74.

Nonfarm payrolls rose a seasonally adjusted 323,000 in February, the largest monthly gain since July 2016 and well above the average monthly gain in the expansion, the Labor Department said Friday.

More than 800,000 Americans joined the labor force for February, according to the report.

Stocks jump on upbeat jobs report. **B3**

## Trump on Kim Talks: 'Tell Him Yes'

Inside the Oval Office late Tuesday, President Donald Trump interrupted a trio of House officials with his thoughts of the meeting, in Mr. Trump's words, he would be the one that will have power to early in May and must somehow address a series of military and traditional diplomatic needs to its head, getting aside years of problems, Mr. Trump

## Judge Gives Shkreli 7 Years

...

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## What's New

### S&P 500



## Stocks Surge, With Dow Jumping 669 Points as Trade Worries Ease

U.S. stocks vaulted higher Monday, with the Dow Jones Industrial Average having its best one-day point gain in about a decade, as investor jitters over restrictive trade policies around the world moderated. 📈 201 30 minutes ago

### How a Tiny Latvian Bank Became a Haven for the World's Dirty Money

That U.S. officials went after a bank in a fellow NATO country shows the scale of the threat it perceives from this corner of the European Union. ABLV, which flourished under weak European oversight, allowed entities from Russia, Ukraine and North Korea to funnel illicit funds, U.S. officials say.



### Trump Administration Seeks Freer Hand for U.S. Companies in China

China's rules requiring foreign companies to form joint ventures with domestic partners are among the chief targets of the Trump administration's looming tariffs against Chinese imports. 📈 64



### STREETWISE

How to Lose Money Betting on a Trade War



Maker of Sharpies Drew the Line on Store Promotions—and Paid in Lost Sales

## Markets

U.S. EUROPE ASIA FX RATES FUTURES



Index	Value	Change	% Change
DJA	24302.60	669.40	2.84%
S&P 500	2658.55	70.29	2.72%
Nasdaq	7220.54	227.68	3.26%
Russell 2000	1541.73	31.88	2.13%
EU Total Mkt	2757716	700.80	0.25%

View the full market report

MARKETS →

## Opinion

Trump's Russia Policy Is Better than It Sounds

By James Freeman / Best of the Web

The U.N. Hates Israel

By The Editorial Board / Review & Outlook

12:24



THURSDAY  
MARCH 29

40°

## TRENDING STORIES

- HUFFPOST**  
Robert Mueller May Have Found That Witch That Trump Claims He's Hunting For  
5h ago
- FOX NEWS**  
'Aggressive' passenger may have to pay plane's fuel bill after causing emergency landing  
6h ago
- TIME**  
Family of 8 Believed to Be Inside the SUV That Plunged off a California Cliff  
58m ago
- People**  
Mom Beat Her Toddler Son to Death After He Wet the Bed and Then Allegedly Gave Her Side Eye  
5h ago

I tried to find a list of news headlines in Facebook.

I couldn't.



**“When you decontextualize the news [...] you eliminate or impede the ability for those verifications to be there”**

**—David Sleight, Design Director at ProPublica**



**“When you decontextualize the news [...] you eliminate or impede the ability for those verifications to be there”**

**—David Sleight, Design Director at ProPublica**

Saturday, March 31

# Good afternoon Jason,

Happy Easter! Here's your weekly bundle of the best longer reads on Blendle.

## Must Reads

Recommended by our editors



# AT SEA

WHY WOULD ANYONE KAYAK ACROSS THE OCEAN —  
AT 70?

BY ELIZABETH WEIL

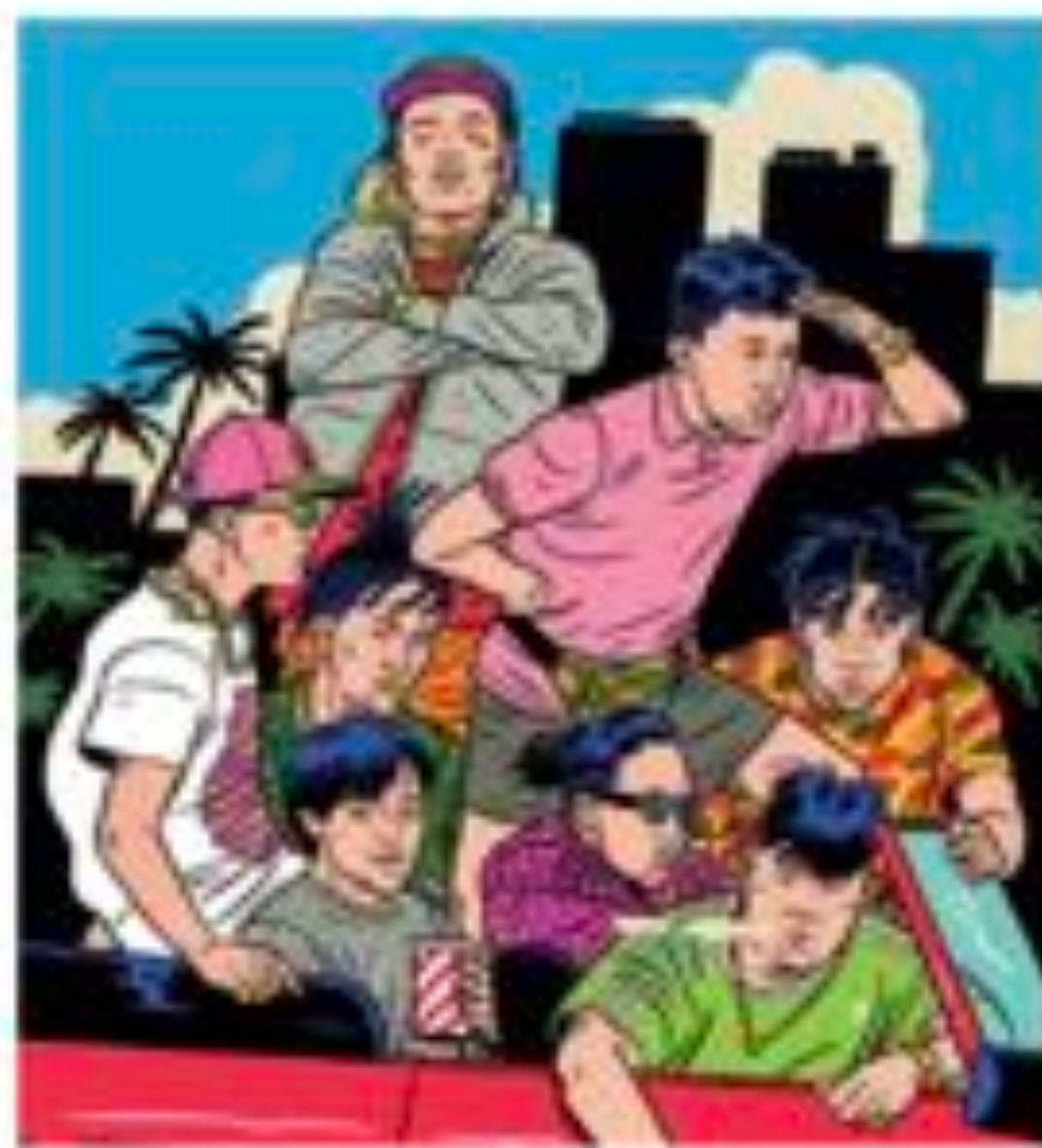
ALONE



# HIP-HOP'S NEW FRONTIER

88rising is carving out space for Asians in pop culture.

BY HUA HSU



A few years ago, Kris Wu decided that he wanted to be known as a rapper. Wu, who is twenty-six, grew up in Canada and in China, where he is famous as an actor, singer, and model. In middle school, he had become a devotee of N.B.A. basketball and, subsequently, of hip-hop. After a stint in the Korean pop group EXO, he became a judge on "Rap of China," a hugely successful reality show about aspiring rappers. (His catchphrase, delivered in Mandarin, was "Do you even freestyle?") Like many Asian superstars, who are mobbed at



# Variable Font Demo

Home

Home

## The world's best blog post

View Edit Delete Download Dev

The current state of design on the web is stalled. We made a huge leap forward with the widespread availability of web fonts starting in 2009, and then were confronted with the advent of responsive design just a year or two later. While many interesting things have come from that evolution, we've also struggled with coming to grips with the complexity of designing for infinite screen sizes whilst being equally concerned with performance. Contending with ever-shortening attention spans ([Google research gives you about 3 seconds](#) before you lose half your audience) we've had to constrain our typographic systems to just a few fonts to keep the impact on load time to a minimum.

These constraints have forced us as designers to make compromises when considering type size, line length, and overall visual hierarchy and differentiation. Considering things like a narrower font on smaller screens to achieve a slightly longer line length without sacrificing size. Or utilizing ultra-thin or ultra-heavy weights for added emphasis and variety of expression—all luxuries we can't embrace due to the burden it would place on site visitors—particularly those on shaky wireless connections.



Number of font files called for the text on this page

View Edit Delete Revisions Dev

Title \*  
The world's best blog post

Show row weights

BODY COPY

+ Variable Font Lines Float Collapse

Show row weights

VARIABLE FONT LINES

+ Variable Font Line Collapse

Text  
One

Font Family  
Arial

Font Size  
[Slider]

Font Slant  
[Slider]

Font Weight  
[Slider]

Font Color  
[Slider]

Published

Last saved: 08/26/2017 - 17:04  
Author: admin

Create new revision

Revision log message

[Empty text box for revision log message]

Briefly describe the changes you have made.

MENU SETTINGS

URL PATH SETTINGS

AUTHORING INFORMATION

PROMOTION OPTIONS

## Variable Font Demo

[Home](#)[Home](#)

# The world's best blog post

[View](#) [Edit](#) [Delete](#) [Preview](#) [Cancel](#)


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# One

*Number of font files called  
for the text on this page*

من سالچه دستمابه الهامدارده کوهپایه فد که در آن  
تخصیصت نهرمان دانستن حلیلی و نهریس از فرود در  
کوه به پسر کوچک آندا می شود پسرک به حلیلی می گوید  
که از سبکی نور دست و آید و آفسر آجا زندگی کرده که  
نظاک تصمیم می گیرد برای گذشک سبارهای دیگر  
دیار خود را ترک کند او همچنین برای حلیلی از کج نه  
محبوبش می گوید که دل در گو عشق او دارد از دیگر  
اندر کجا تعریف می کند و از روی او که او را اینجا روی



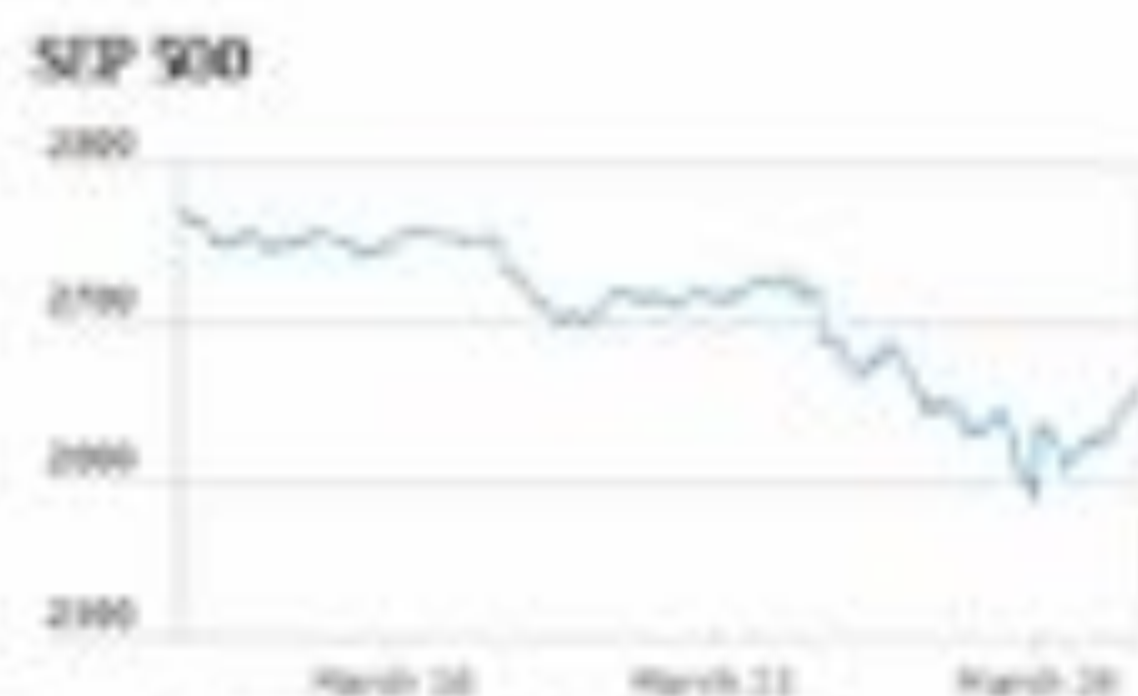
Speaker: [Name]  
Topic: [Title]

# THE WALL STREET JOURNAL

Home World U.S. Politics Economy Business Tech Markets Opinion Life & Arts Real Estate WSI Magazine

Ad Banner Area

## U.S. STOCKS SURGE AS TRADE WORRIES EASE



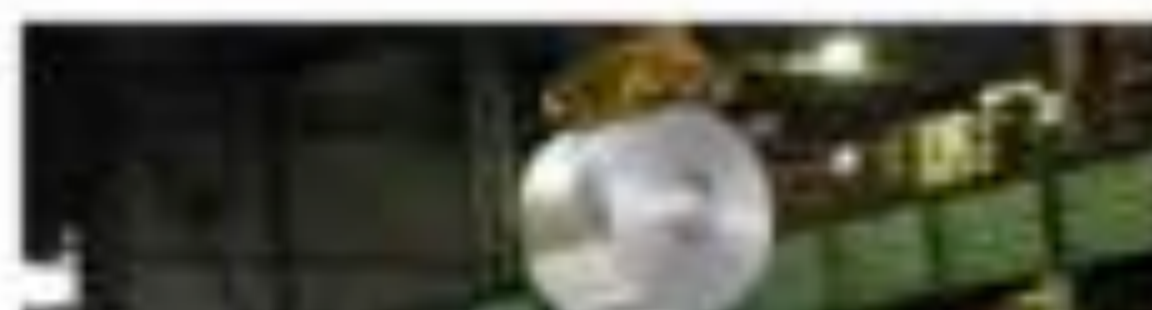
Source: WSI Market Data Group

U.S. stocks staged a powerful rebound on Monday, surging on signs that recent trade tensions were easing as the Dow Jones Industrial Average notched its third biggest point-gain ever.

The Dow Industrials advanced 669.40 points, or 2.8%, to 24,202.60, its largest one-day point gain since October 2008.



Brookfield Strikes Deal to Buy Rest of Mall Owner GGP



### Markets

U.S. EUROPE ASIA FX RATES FUTURES



	24202.60	669.40	2.84%
S&P 500	2859.35	70.29	2.72%
Nasdaq	7220.84	177.88	2.46%
Russell 2000	1848.73	33.63	2.32%
DJ Total Ret	17977.96	701.80	2.62%

Mar 26 18:45:17 EDT

### Opinion

The Tale of Stormy Donald

By The Editorial Board | Review & Outlook

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## U.S. STOCKS SURGE AS TRADE WORRIES EASE



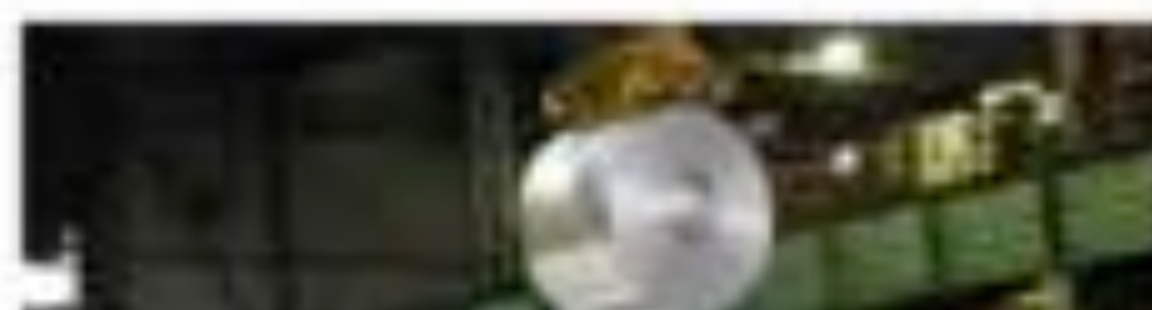
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S&P 500	2800.00	70.20	2.5%
Nasdaq	7220.04	177.00	2.5%
Russell 2000	1648.73	33.63	2.1%
DJ Total Ret	17977.96	701.00	2.4%

Mar 26 18:45:15 EDT

### Opinion

The Tale of Stormy Donald

By The Editorial Board | Review & Outlook

**“There is no crystal goblet  
for information”**

**—David Sleight, Design Director at ProPublica**

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## Destinations



Sierra Nevada, CA

---

## Campfire Stories

### The Tale of Two Socks

By Susan Packer | Mammoth, CA

### Loon's Last Laugh

By William McCarty | Loon Mt., NH

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### My Stormy Monday



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## Gone canyoning: pushing past the plateaus

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### Destinations



Swamp County, CA

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## Gone canyoning: pushing past the plateaus

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### Destinations



Toronto, Ontario, CA

---

### Campfire Stories

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By Sean Tucker | Mammoth, CA

#### Loon's Last Laugh

By William McCarthy | Loon Mtn, NH

---

#### My Stormy Monday

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Take a trip down from the edge. Most day-hikers stop at the plateau just short way down from the South Rim. Follow our tips to help push past the usual stopping points and really experience what the Grand Canyon has to offer.

Our intrepid field editors go through the gear, the grab, and the plan to help you get the most out of your trip.

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### Also in this issue

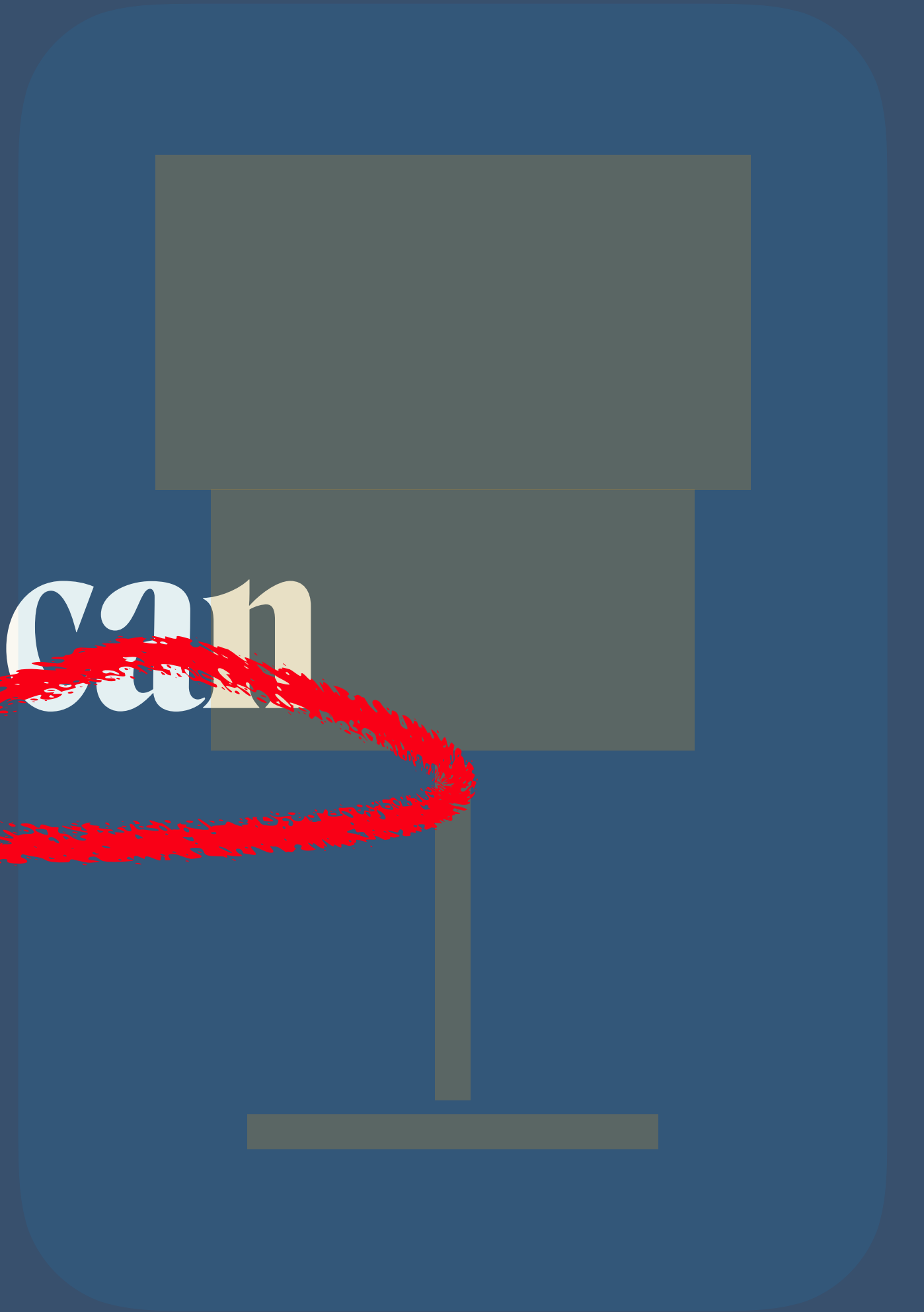
Dream vacation or dream disaster: woman unable to stand while being carried by inquisitive baby pandas

**Type on screen is  
intrinsically of the web**

One form of typography  
that presents without coloring  
meaning or intent



One form of design that can  
present any content



One form of content that can  
present any voice

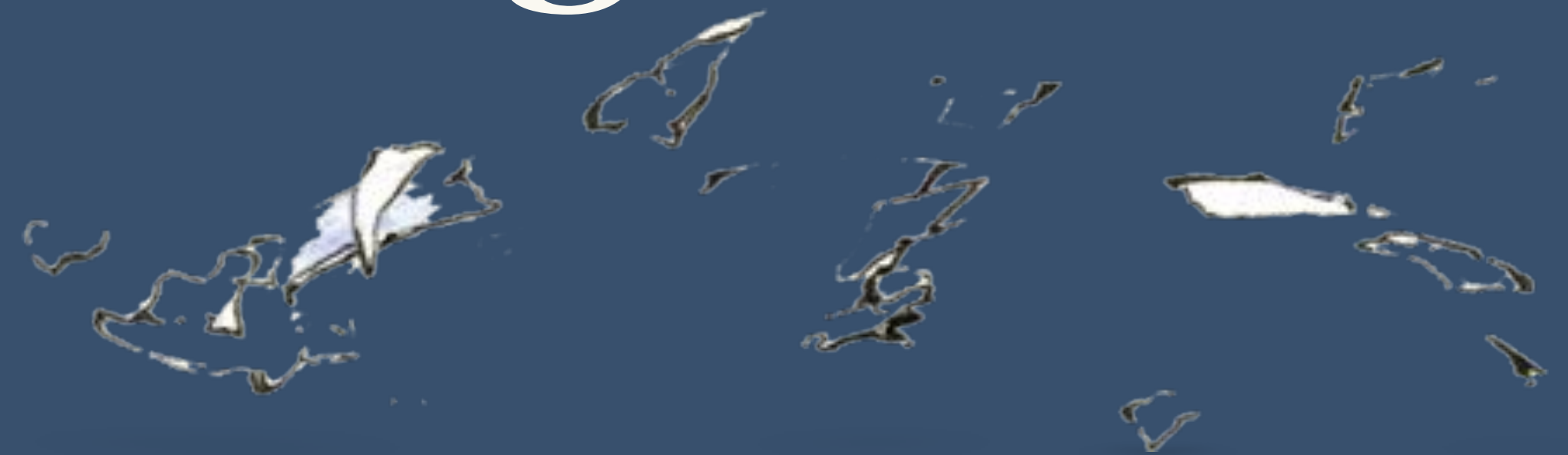




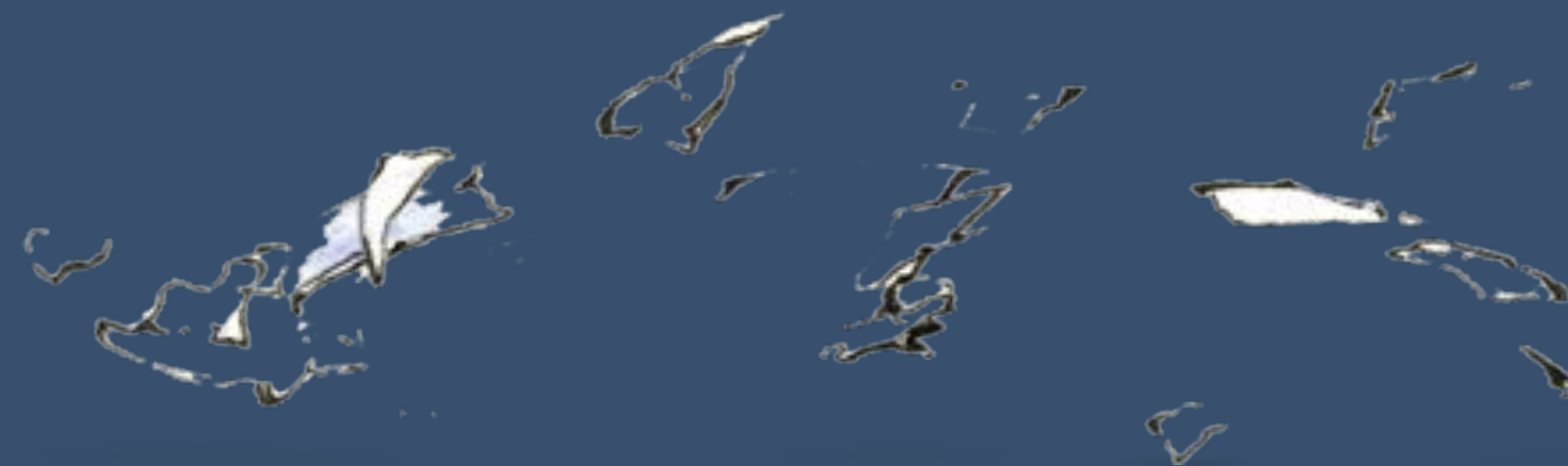
good  
Typography is intentional



great  
Typography is meaning



*Say something.*



Jason Pamental | @jpamental  
rwt.io

typefaces:

Roslindale, Gimlet, Output  
Sans (DJR)

Dunbar, Louvette (CJ Dunn)  
Amstelvar, Decovar  
(Type Network)

photography:

unless otherwise noted,  
photos by @jpamental

# Thank you

