

Typography & Fonts

Welcome Home

WELCOME HOME

I love you

I LOVE YOU

What is Typography?

Typography is the art and practice of arranging and styling text so that it is **readable**, **understandable**, and **visually effective**.

"Is typography only choosing a font?"

Answer: No.

Font selection is just one single step. Typography encompasses the entire visual arrangement and spatial architecture of text.



This distinction is important:

Font selection is one part of typography.

Typography Includes:

Typography

- ├─ Typeface
- ├─ Font size
- ├─ Font weight
- ├─ Line height
- ├─ Letter spacing
- ├─ Alignment
- ├─ Hierarchy
- └─ Color

Types of Fonts

1. Serif

Decorative Feet

Ta

Bracketed "feet"

THE GLOBAL CHRONICLE

"Editorial authority, literature & print."

Where Applicable: Longform editorial, newspapers (*NY Times*), luxury branding (*Rolex*).

Common Fonts: *Merriweather, Playfair Display, Georgia, Garamond.*

2. Sans-Serif

No Feet ("Sans")

Ea

Clean blunt cuts

App Settings

Save

"Standard for 95% of digital software UI."

Where Applicable: Mobile apps (iOS/Android), web interfaces, SaaS dashboards, forms, buttons.

Common Fonts: *Inter, Roboto, Plus Jakarta Sans, Helvetica.*

3. Monospace

Fixed Pitch

[i][W]

Equal char width

```
$ const total = 108.00;
```

"Aligns numeric columns without digit jitter."

Where Applicable: Code editors (VS Code), terminals, tabular financials, accounting, timers.

Common Fonts: *JetBrains Mono, Fira Code, Source Code Pro.*

4. Display / Script

Expressive / Mood

Ca AA

Personality mood

Movie Titles & Branding

"Evokes instant emotional tone & identity."

Where Applicable: Logos, movie titles, invitations, hero branding banners.

Strict Rule: Never use for UI body copy, menus, or form inputs.

Font Styles: Weights & Slants

1. Numeric Weight Scale (100–900)

300 Light — Fine subtext, timestamps & captions

400 Regular — **Standard digital body text**

500 Medium — Navigation menus & table headers

600 SemiBold — Card titles & primary buttons

700 Bold — Section headings (H2, H3)

800 ExtraBold — Hero titles & banners (H1)

2. Slant: Roman vs. Italic vs. Oblique

Roman (Upright): The standard vertical posture for 95% of digital UI text.

***True Italic (Redesigned)*:** Cursive calligraphic glyphs with altered character shapes (e.g. *a* becomes single-storey).

***Oblique (Slanted)*:** Mechanically slanted version of the standard Roman letterforms.

 **Practical Rule:** Limit any interface to **2–3 weights** to maintain crisp visual hierarchy.

Typography Playground

Typographic Levers

Line Height (Leading):  1.50

Letter Spacing (Tracking):  0.00em

Font Size:  16px

Alignment:

Left

Center

Justify

ALL-CAPS

Good typography establishes a harmonious visual hierarchy that provides a logical path for the reader's eyes. By calibrating line height and letter spacing, users can effortlessly scan longform paragraphs without visual fatigue, retaining significantly more information during digital reading sessions.

💡 **Select any control** above to learn its purpose and impact on reading ergonomics.

Monospace & Tabular Numbers in UI

Font:

Monospace

Sans-Serif

Serif

Script

☒ tabular-nums

Server Cloud Hosting	\$1,111.11
Database Cluster Pro	\$8,888.88
Global CDN Bandwidth	\$1,080.18
Total Billed	\$11,080.17

☒ Monospace: 100% Fixed Character Pitch

Every character, digit, comma, and decimal point occupies an identical width (1ch). Notice how decimal dots align with mathematical precision across all rows.

```
font-family: 'JetBrains Mono', monospace; font-variant-numeric: tabular-nums;
```

Gold standard for financial reports, billing receipts, timers, and code.

Legibility vs. Readability (The Critical UI Test)

1. Legibility (Micro-Level)

How easily can the eye distinguish individual glyphs?

Select UI Font to Test Ambiguity:

Inter (Designed for UI) ✓

The IIl Test (Capital I, Lower l, 1):

IIl | ll 1

The OO Test (Digit 0, Upper O):

oo | o o

✓ **Inter:** Features curved tails on lowercase **l** and distinct proportions. High UI legibility.

2. Readability (Macro-Level)

How comfortably can the eye scan full sentences and layouts?

- **Line Length (Measure):** 45–75 characters per line (60ch).
- **Line Height (Leading):** 1.4 to 1.6 for body copy.
- **Paragraph Spacing:** Clear vertical margins between text blocks.
- **Contrast Ratio:** $\geq 4.5:1$ against background.

The 5 Golden Rules of UI Typography



1. Modular Scale

Multiply sizes by a constant ratio (1.25) rather than guessing arbitrary pixels.



2. 60ch Measure

Keep line length between 45 and 75 characters for effortless scanning.



3. 1.5× Leading

Use 1.4–1.6 line-height for body copy, and 1.1–1.2 for big titles.



4. Tracking Logic

Loosen all-caps badges (+0.08em); tighten large hero headers (-0.02em).



5. Limit Weights

Stick to 2 or 3 weights max (Regular 400, Medium 500/600, Bold 700).

Design System Philosophy: When typography is governed by mathematical formulas, visual consistency across hundreds of views is guaranteed automatically.

Modular Type Scales: Mathematical Hierarchy

The Scaling Formula

$$\text{Size} = \text{Base} \times (\text{Ratio})^n$$

- **Base:** 16px (Standard digital body size)
- **Step +1 (H3):** $16 \times 1.25 = 20\text{px}$ (1.25rem)
- **Step +2 (H2):** $20 \times 1.25 = 25\text{px}$ (1.56rem)
- **Step +3 (H1):** $25 \times 1.25 = 31.25\text{px}$ (1.95rem)
- **Step +4 (Hero):** $31.25 \times 1.25 = 39.06\text{px}$ (2.44rem)

Popular UI Ratios

- **1.200 (Minor Third):** Compact & dense — dashboards, spreadsheets, SaaS.
- **1.250 (Major Third):** The industry standard for mobile and web apps.
- **1.333 (Perfect Fourth):** Editorial, marketing, clear heading separation.
- **1.618 (Golden Ratio):** Dramatic artistic contrast (rare in software UI).

Modular Scale Generator

Base Size:  16px

Scaling Ratio: 1.250 — Major Third (UI Standard) 

Hero / H1 31.3px / 1.956rem

Designing Seamless Interfaces

Heading 2 25px / 1.563rem

Typography Fundamentals

Heading 3 20px / 1.25rem

Modular Scaling Principles

Body (Base) 16px / 1rem

Good typography is invisible. Bad typography shouts from every pixel.

Small / Meta 12.8px / 0.8rem

Published on September 2, 2026 · 5 min read

Accessibility in UI Typography

1. Minimum Sizing & Contrast

- **16px Body Floor:** Never set body text smaller than 16px (1rem) on mobile viewports.
- **WCAG AA 4.5:1:** Normal text (<18px or <14px bold) requires at least 4.5:1 contrast against background.
- **WCAG AA 3.0:1:** Large text (≥18px or ≥14px bold) requires at least 3.0:1 contrast.

2. Reflow & Halation Reduction

- **200% Zoom Reflow:** Text must resize up to 200% without clipping or horizontal scrollbars.
- **Avoid Pure Black on White:** `#000000` on `#ffffff` causes visual vibration for astigmatism. Use deep slate (`#0f172a`).

Legal & Ethical Impact: Accessible typography ensures that users with low vision, dyslexia, aging eyesight, or glare can navigate effortlessly.

The 6 Deadly Sins of UI Typography

1. Centering Long Paragraphs

Centering destroys the uniform left edge, forcing the eye to hunt for the start of every line. *Only center short 1–2 line titles.*

3. All-Caps Body Copy

All-caps removes lowercase ascenders and descenders, slowing reading comprehension by up to 20%.

5. Too Many Typeface Families

Using 3+ disparate font families creates visual chaos and slows page load speeds.

2. Justified Web Text

CSS `text-align: justify` without hyphenation creates distracting "rivers of white space" across lines.

4. Low-Contrast Light Gray Text

Using light grays (#cbd5e1) for body text causes instant eye strain and violates WCAG 2.2 accessibility.

6. Line-Height of 1.0 on Paragraphs

Clashing ascenders and descenders make dense text unreadable. Always use 1.4–1.6 for body copy.