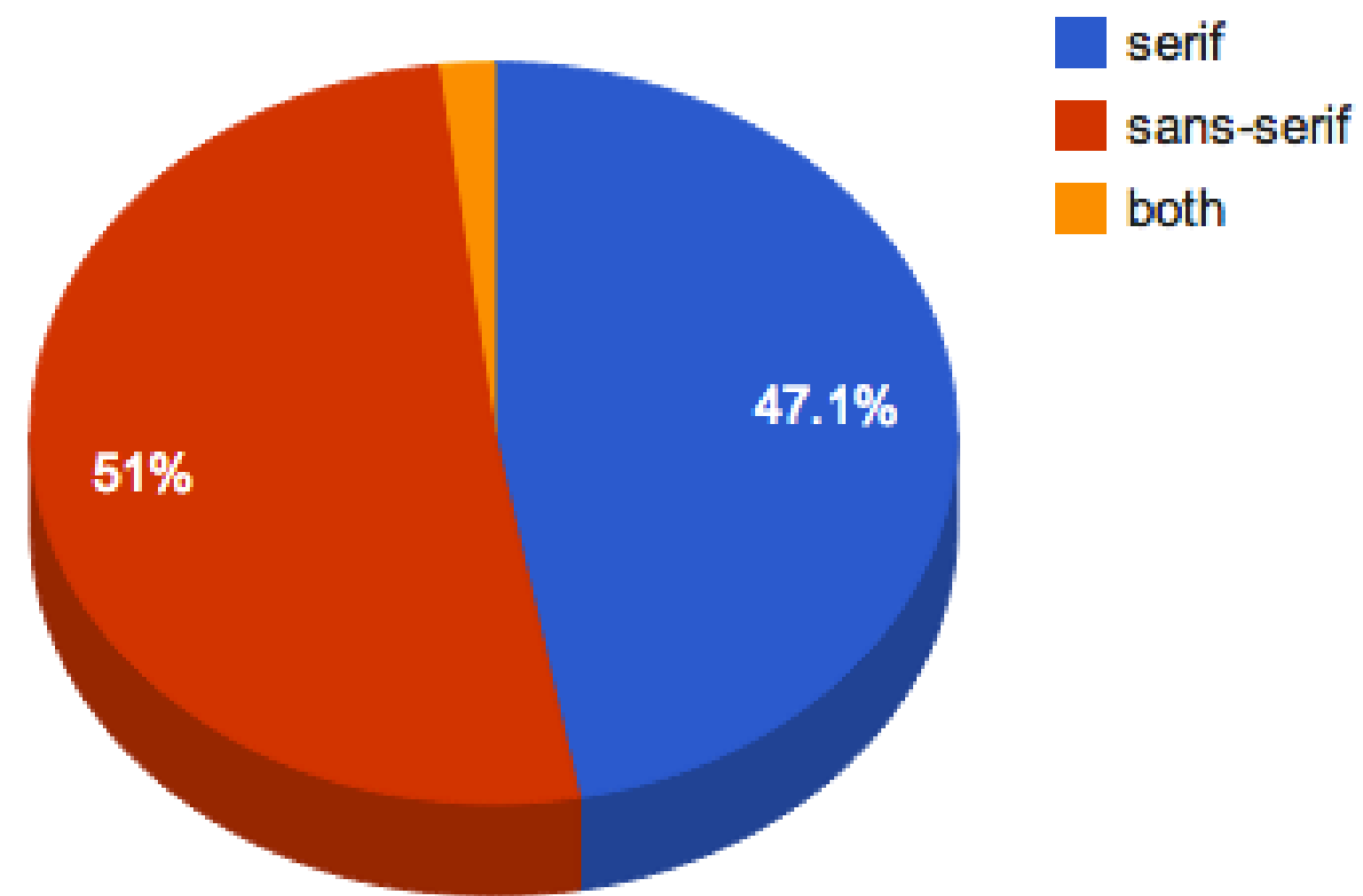


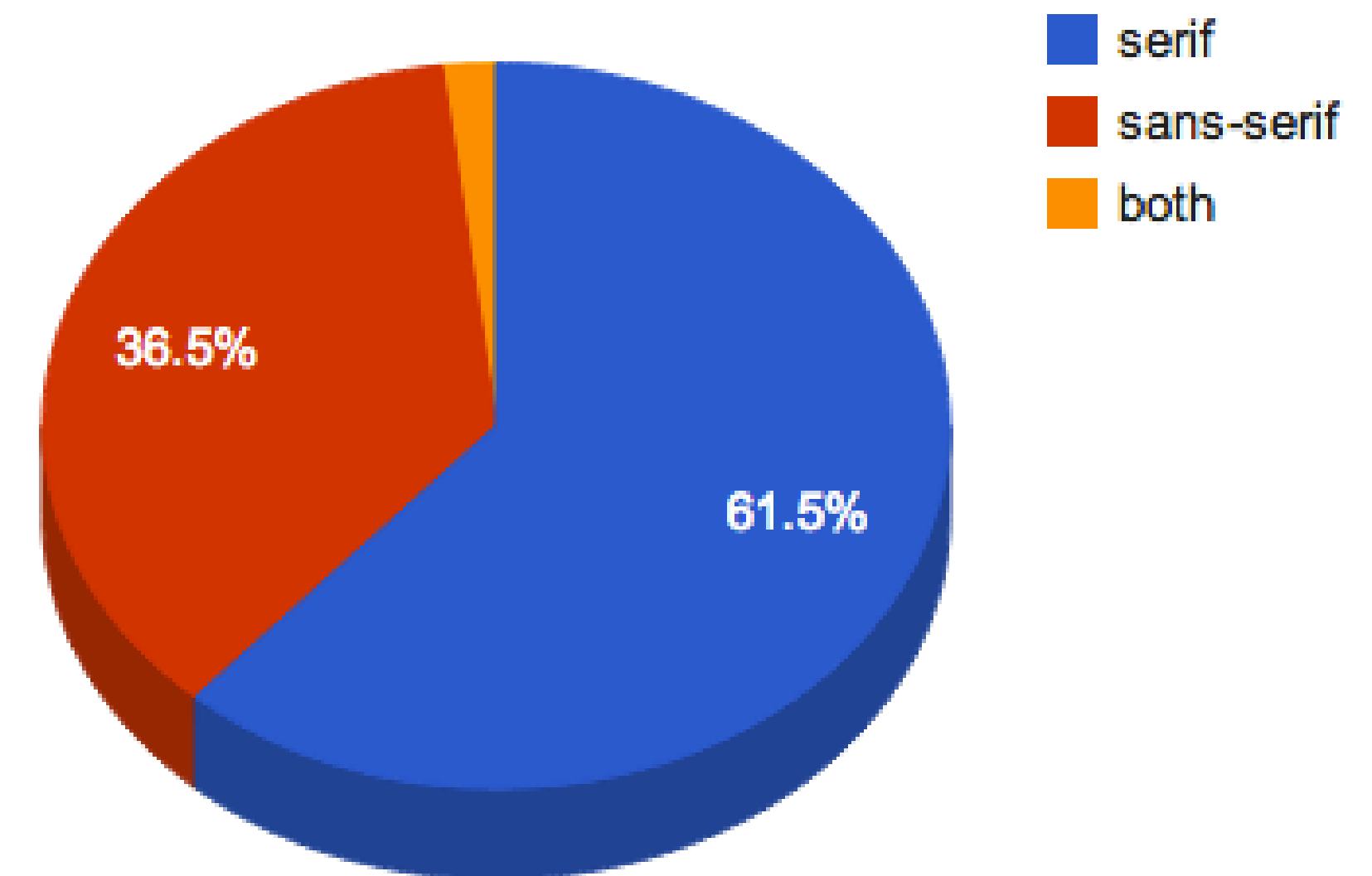
# Web Typography

# Serif vs San Serif

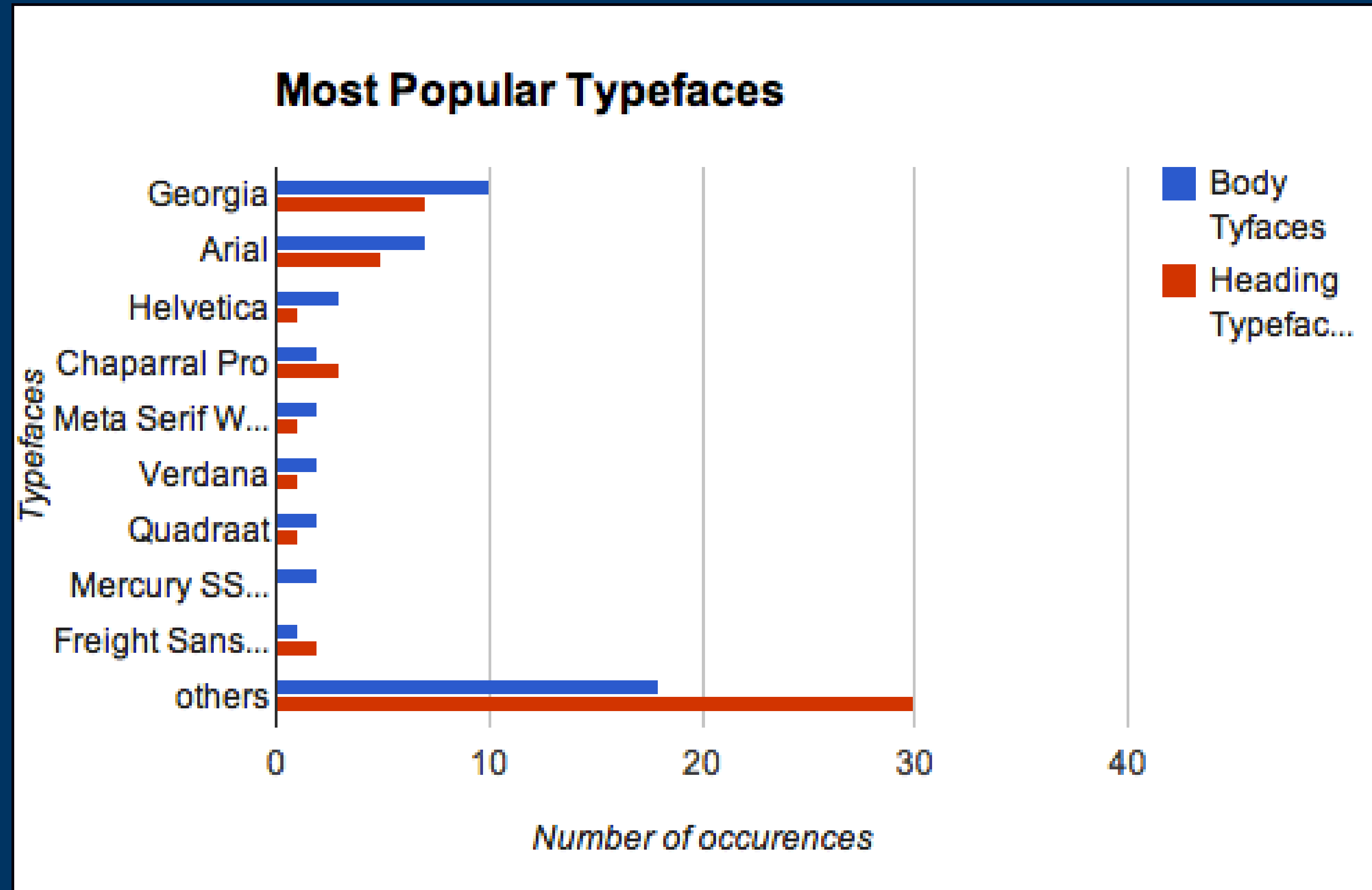
Headings: Serif vs. Sans-Serif



Body: Serif vs. Sans-Serif



# Typefaces



# Color Contrast

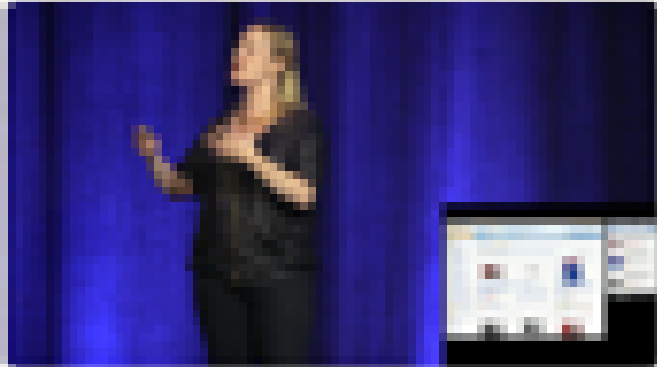
The screenshot shows the website for 'An Event Apart'. At the top, there is a navigation menu with links for 'About', 'News', 'Events', 'Should You Attend?', 'Registration Info', and 'Register'. Below the navigation is a horizontal line with a small mouse cursor icon. The main heading is 'News from An Event Apart'. There are four news items, each with a thumbnail image, a date, a title, and a short paragraph of text.

## An Event Apart

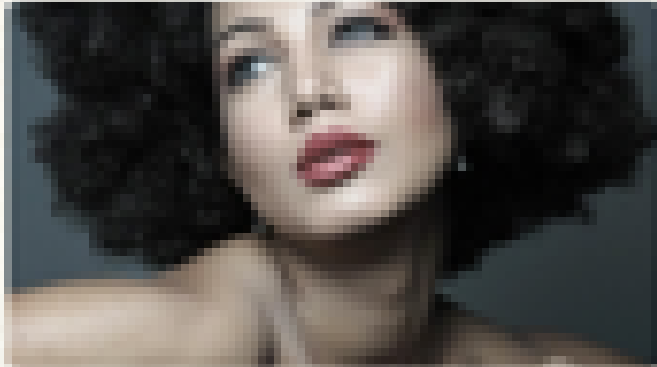
About News Events Should You Attend? Registration Info Register

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### News from An Event Apart



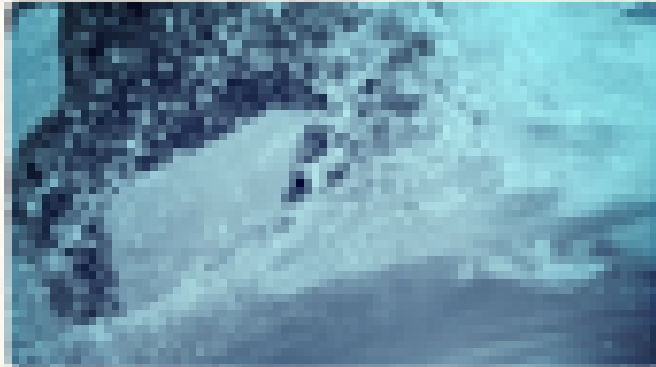
11.3.13  
**AEA Video: Karen McGrane – 'Adapting Ourselves to Adaptive Content'**  
On this full-length Friday, we happily present 'Adapting Ourselves to Adaptive Content,' An Event Apart presentation by Karen McGrane, founder of Bond Art & Science. The session was captured live at An Event Apart Boston on June 18, 2013.



11.26.13  
**Soul Giants: An Event Apart 2013 Playlist**  
An Event Apart's 2013 musical playlist is a rambunctious little crowd pleaser, bustling with classic soul, funk, hip hop, and disco grooves. And you don't even need to wait till next year. So get your platform shoes on and boogie down! Listen on Spotify, Rdio, or Last.fm.



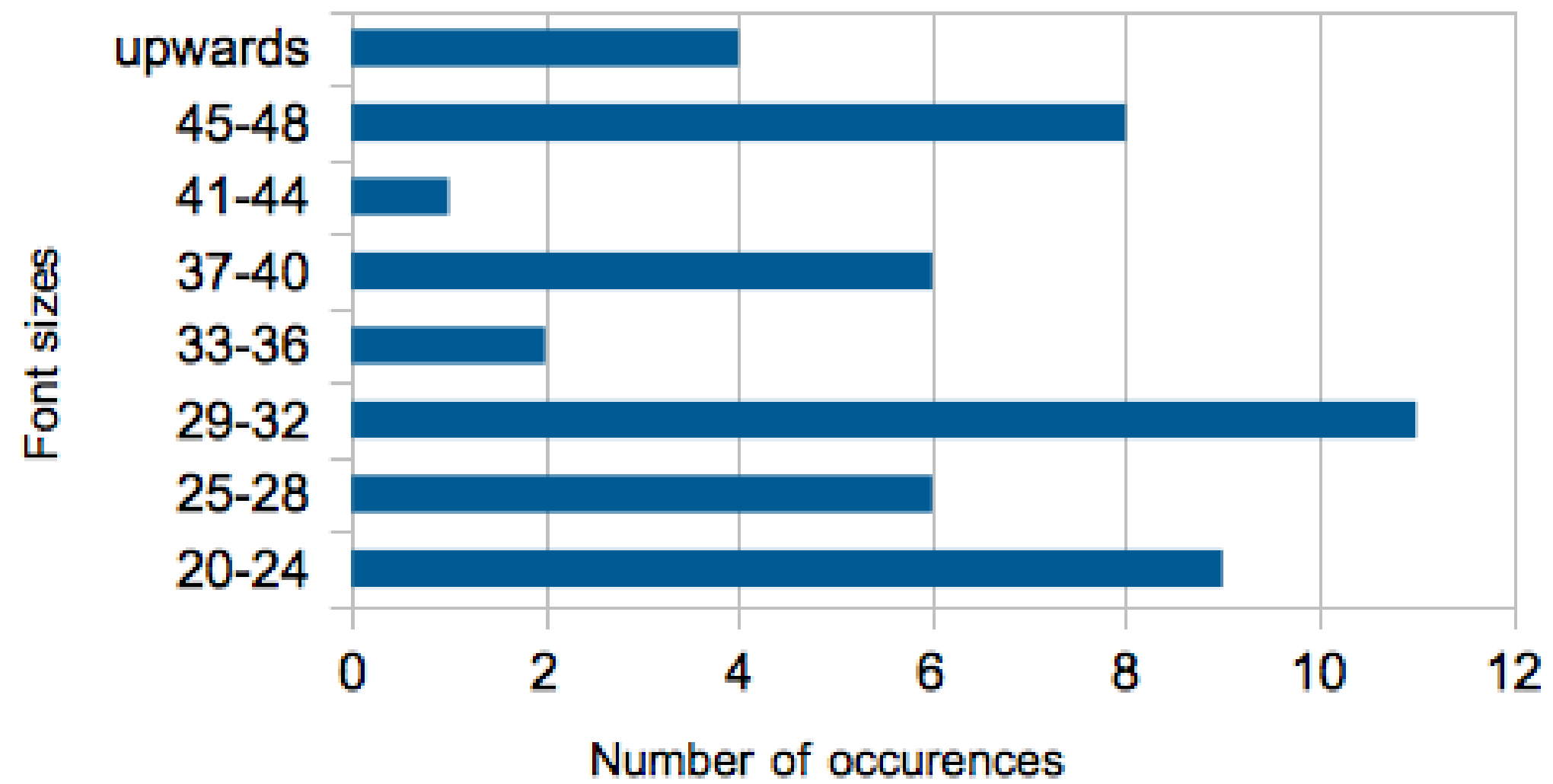
11.3.13  
**AEA Video: Ethan Marcotte – 'Rolling Up Our Responsive Sleeves'**  
On this full-length Friday, we happily present 'Rolling Up Our Responsive Sleeves,' An Event Apart presentation by Ethan Marcotte, author of *Responsive Web Design*. The session was captured live at An Event Apart Boston on June 18, 2013.



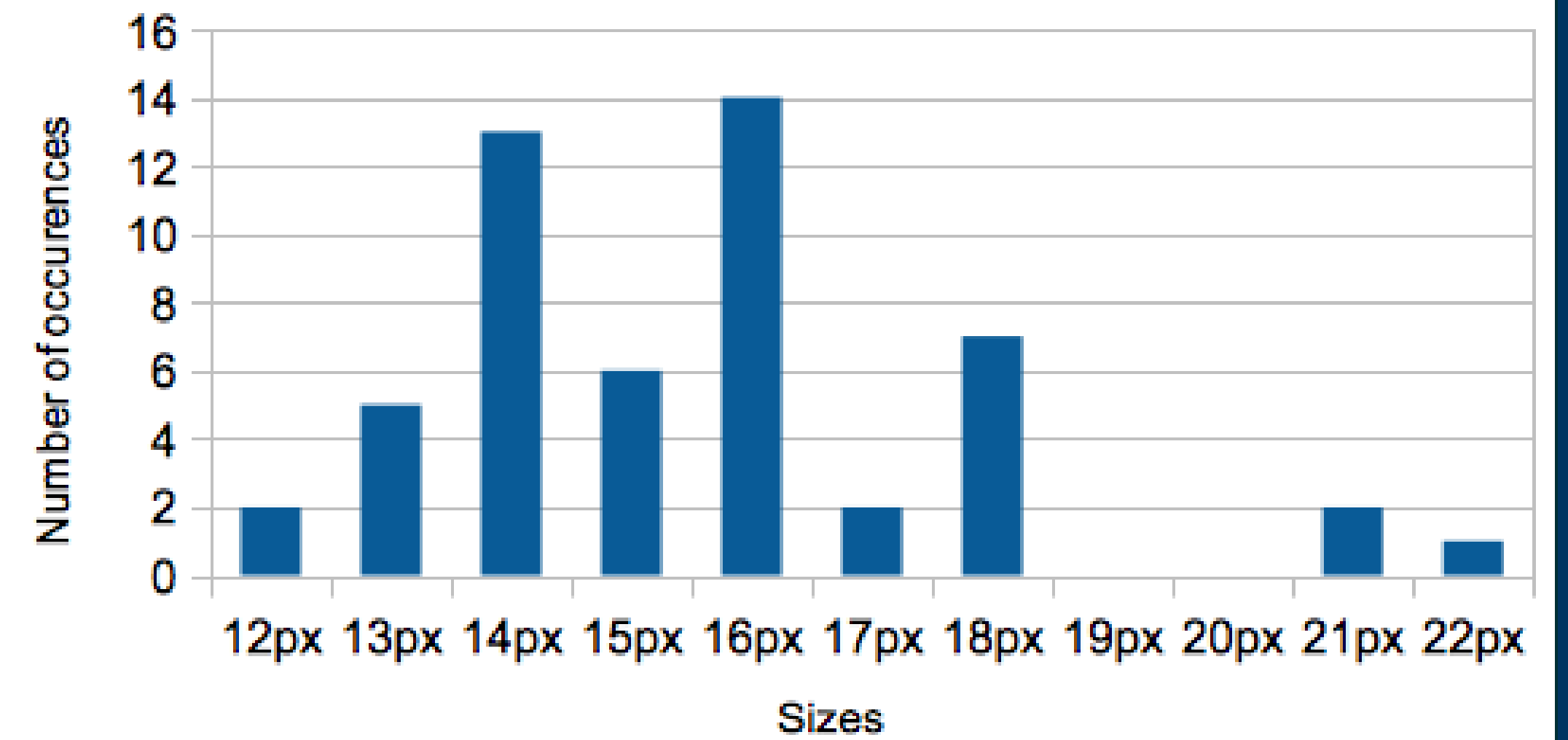
11.4.13  
**An Event Apart posts San Diego and Boston schedules**  
An Event Apart has posted schedules for two more events in 2013: An Event Apart San Diego and An Event Apart Boston. In all, An Event Apart will hold eight conference events in 2013. Each conference event presents twelve of the leading minds in today's multi-device web design scene.

# Font Sizes

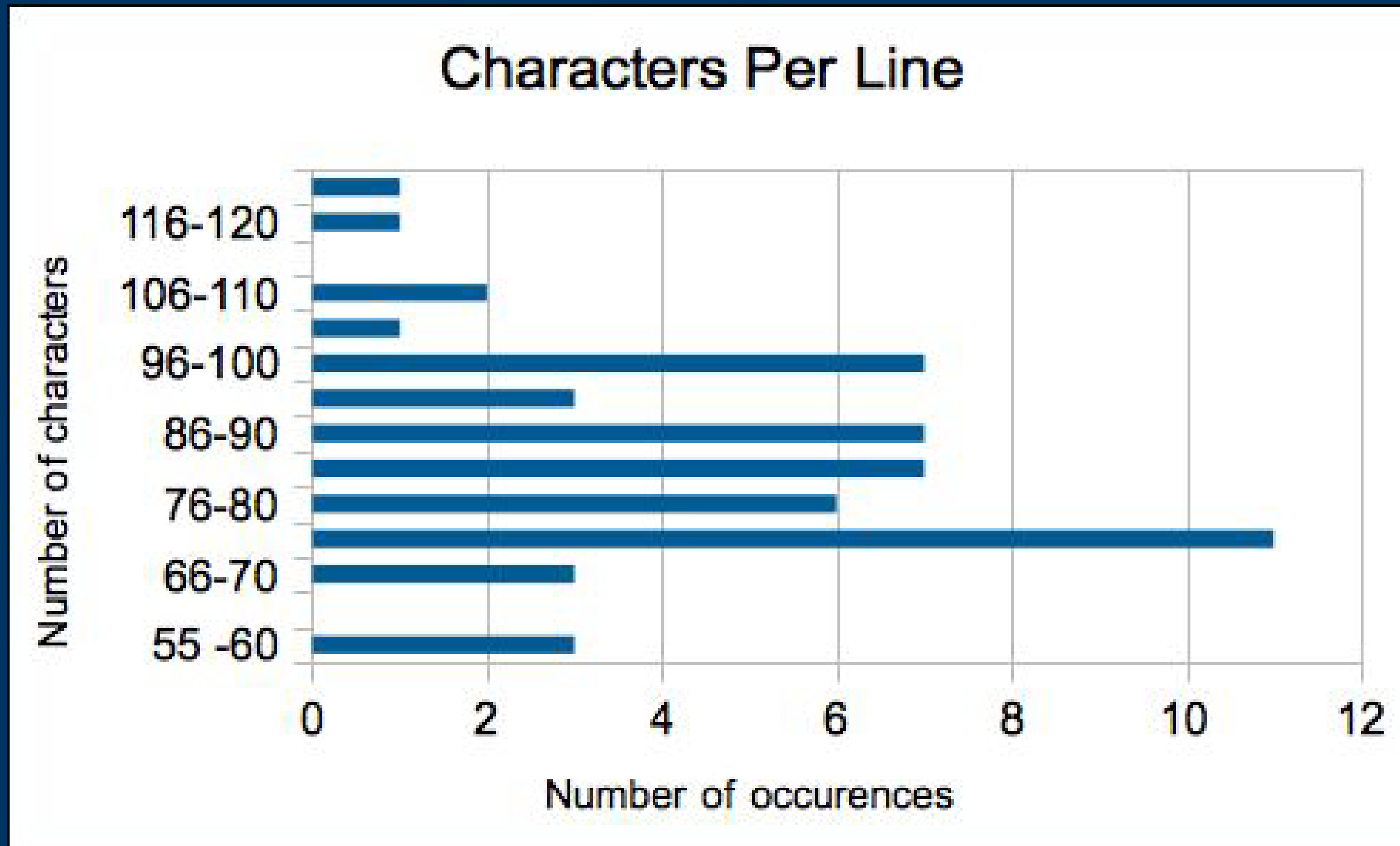
## Heading Font Sizes



## Body Copy Font Size



## Characters Per Line (Desktop)



# Various Sizes on Different Displays

At a display width of 500 pixels:

- Average line height: 28 pixels
- Average font size of body: 15 pixels
- Average number of characters per line: 77

At a display width of 700 pixels:

- Average font size of headlines: 36 pixels
- Average font size of body: 15.6 pixels
- Average number of characters per line: 82.7

At a display width of 950 pixels:

- Average font size of headlines: 37.9 pixels
- Average font size of body: 16.1 pixels
- Average number of characters per line: 84.8

At a display width of 1600 pixels:

- Average font size of headlines: 40.7 pixels
- Average font size of body: 16.2 pixels
- Average number of characters per line: 86.8

## Leading

- Spacing between lines needs to be 1.5 (or 150%, whichever ratio works for you).
- Spacing between paragraphs then needs to be 2.5 (or 250%).

## Headline to Body Size Ratio

**HEADLINE ÷ BODY COPY = 2.5**

## Desktop Fold vs Mobile Screen

According to the [NNG](#), content that appears above the fold on a 30-inch desktop monitor equates to five swipes on a 4-inch mobile device. Granted, this data is a bit old as most smartphones are now [between five and six inches](#):

## Other Findings

- 45% of websites underline the links in body copy. The others do so only on hover or not at all.
- 71% of websites highlight links with color. The rest do not or only on hover.
- 99% of websites left-align text.
- No website uses hyphenation.
- 84% of websites use the same fonts in the print and standard style sheets.
- The loading weight of home pages averages around 1.346 MB. Article pages are marginally less, at around 1.146 MB.



# Summary

- Serif fonts are more popular than sans-serifs for both headlines and body copy. There is, however, a trend to mix sans-serifs and serifs to contrasting effect.
- The most common fonts for headlines are Georgia, Arial and Chaparral Pro. But the majority of websites are individualized and use less common fonts.
- The most common fonts for body copy are Georgia, Arial and Helvetica. But, again, the majority of websites are individualized and use less common fonts.
- The most popular font size for headlines is between 29 and 32 pixels.
- The most popular font size for body copy is between 14 and 16 pixels.
- headline font size ÷ body copy font size = 2.4
- line height (pixels) ÷ body copy font size (pixels) = 1.47
- line length (pixels) ÷ line height (pixels) = 24.8
- space between paragraphs (pixels) ÷ line height (pixels) = 1.43
- The optimal number of characters per line is between 55 and 75, but 75 to 90 is more popular.
- Body text is left-aligned. Hyphenation is not used at line endings. And links are underlined and/or highlighted with bold or color, sometimes only on hover.