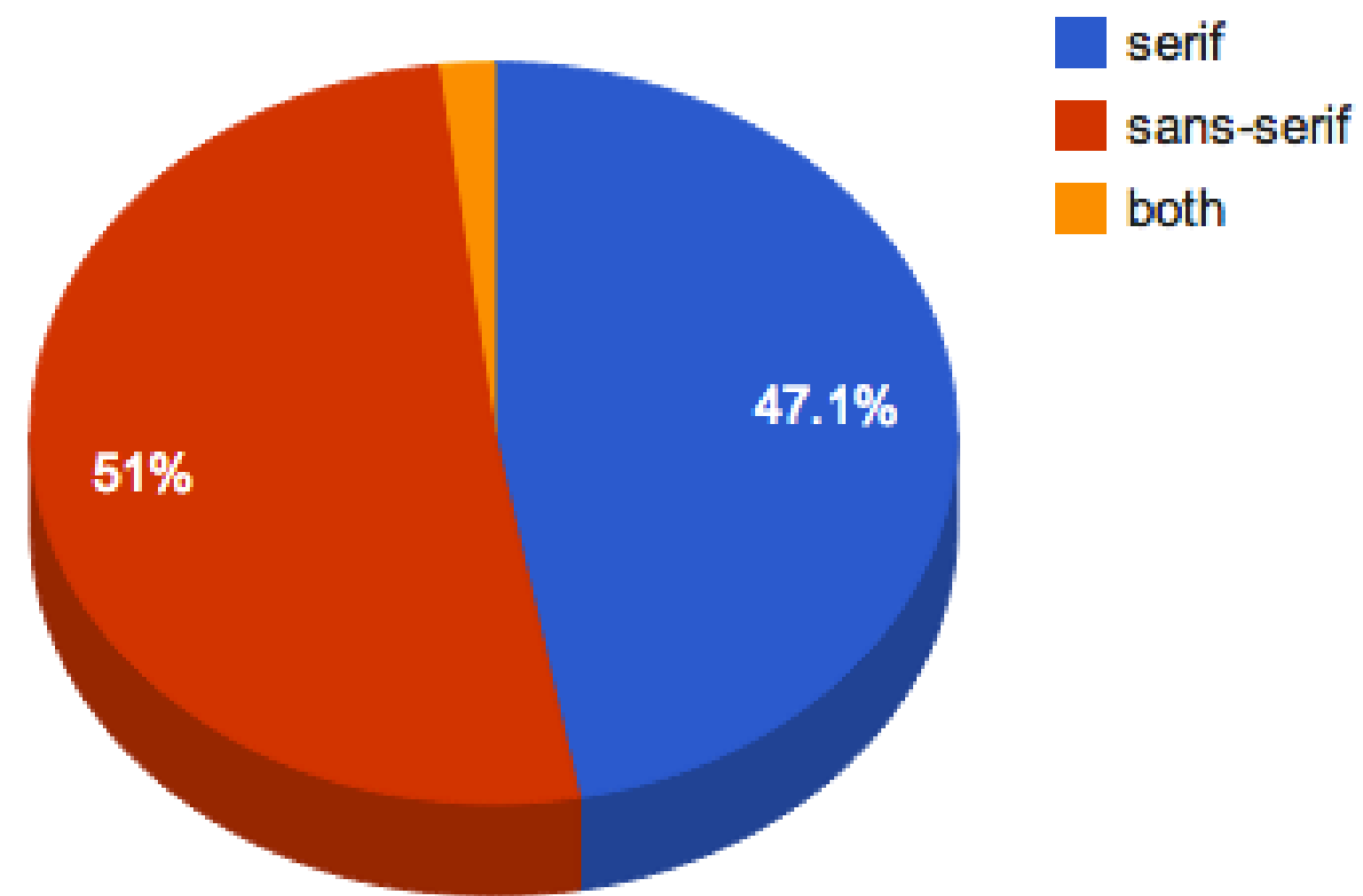


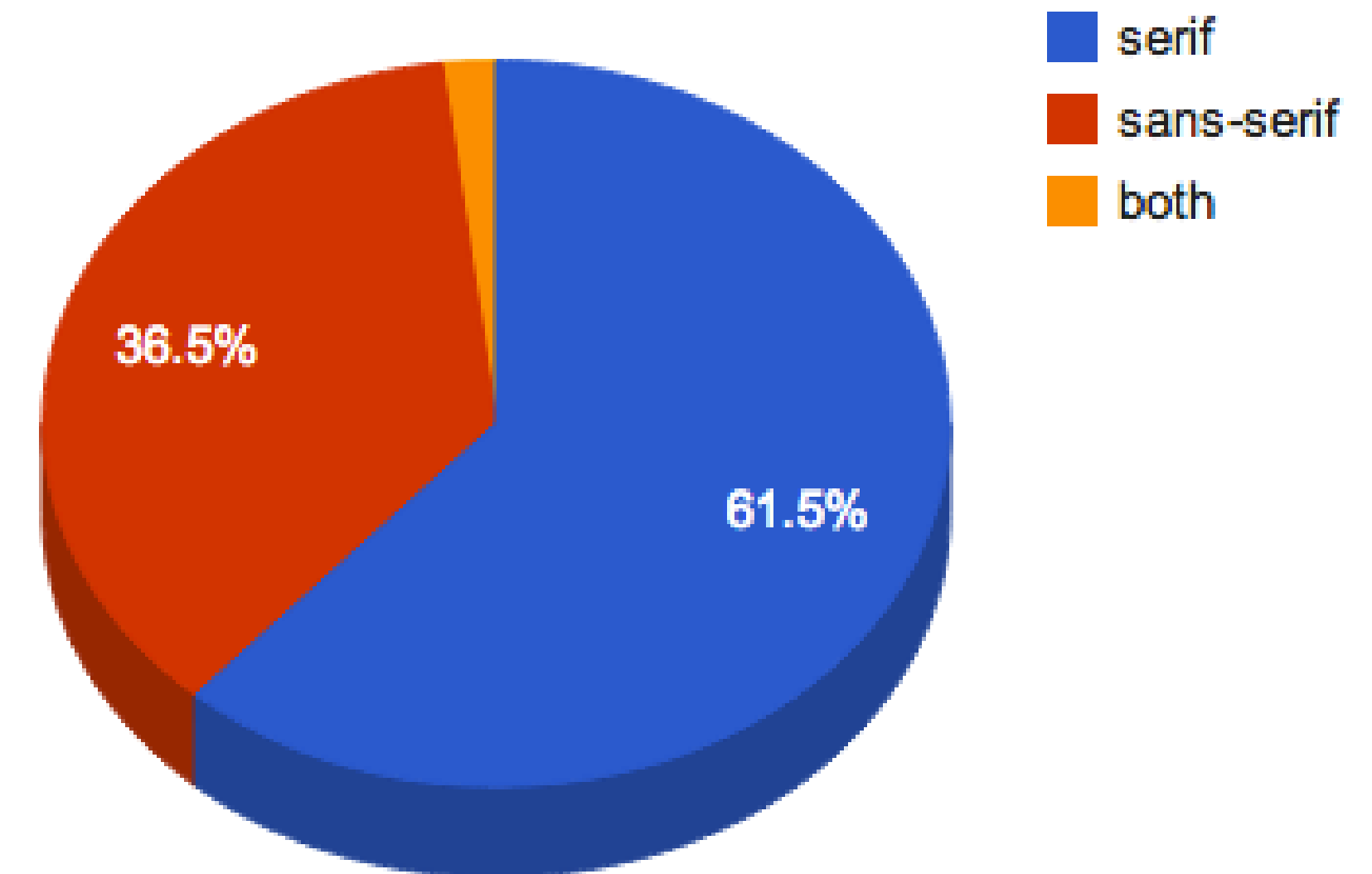
# Web Typography

# Serif vs San Serif

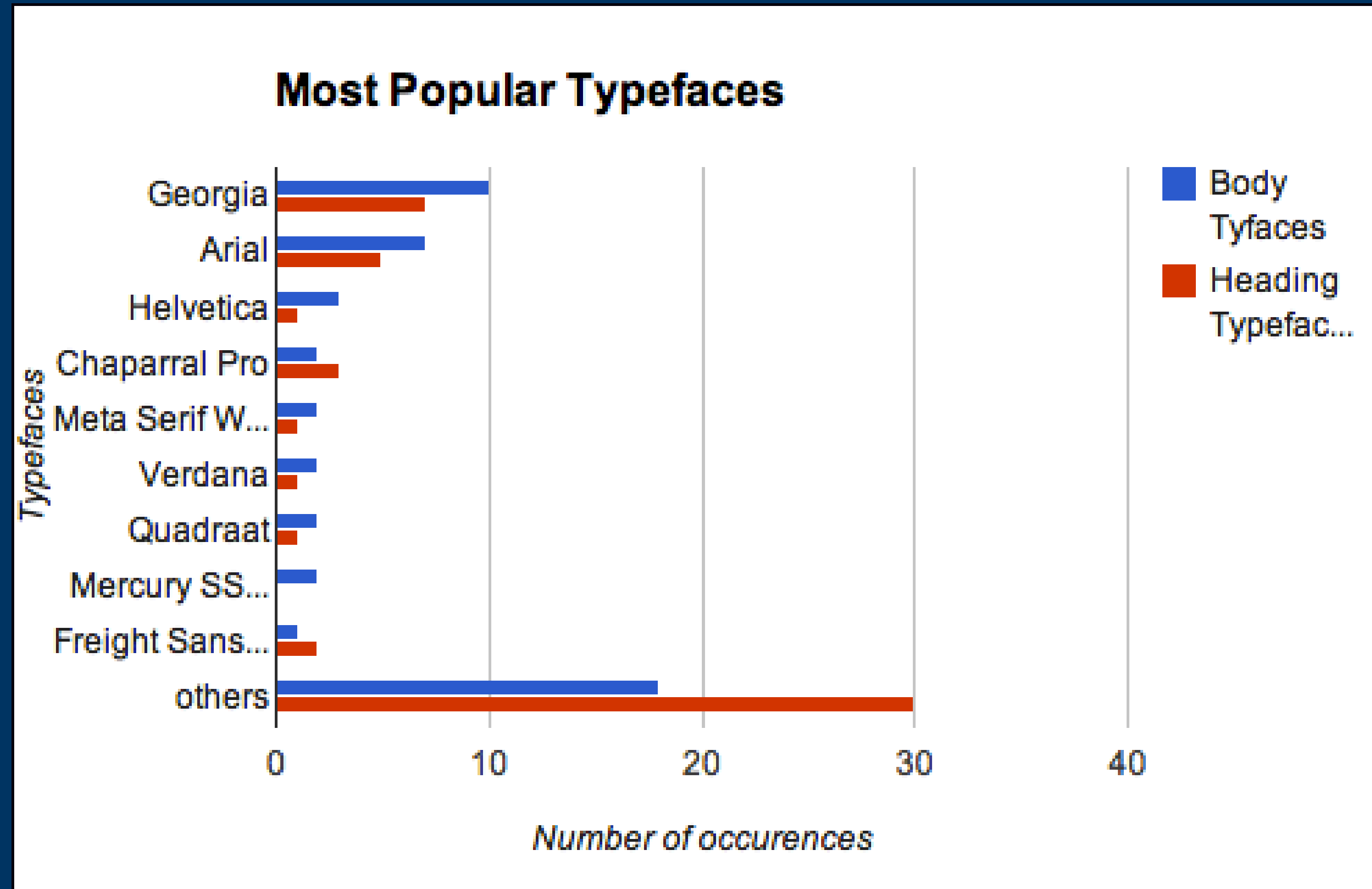
Headings: Serif vs. Sans-Serif




Body: Serif vs. Sans-Serif



# Typefaces



# Color Contrast

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## Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

**Foreground Color**  
#0000FF   
Lightness 

↔

**Background Color**  
#FFFFFF   
Lightness 

Contrast Ratio  
**8.59:1**

[permalink](#)

Related Resources

- [Contrast and Color Accessibility](#)
- [Quick Reference: Testing Web Content for Accessibility](#)
- [Web Accessibility for Designers](#)
- [Link Contrast Checker](#)

### Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

### Large Text


WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

### Graphical Objects and User Interface Components

WCAG AA: **Pass**



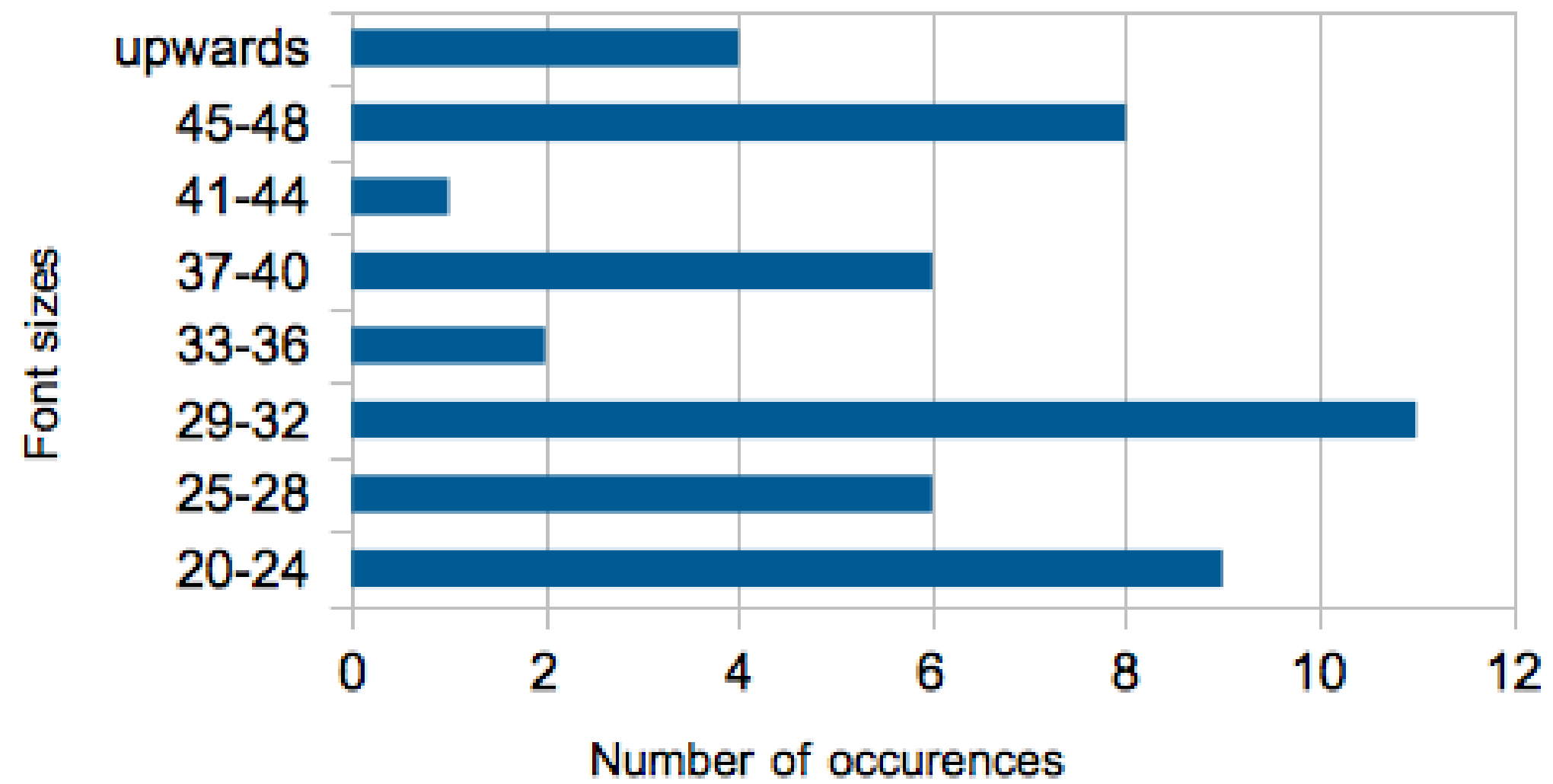
### Explanation

Enter a foreground and background color in RGB hexadecimal format (e.g., #FD3 or #F7DA39) or choose a color using the color picker. The Lightness slider can be used to adjust the selected color.

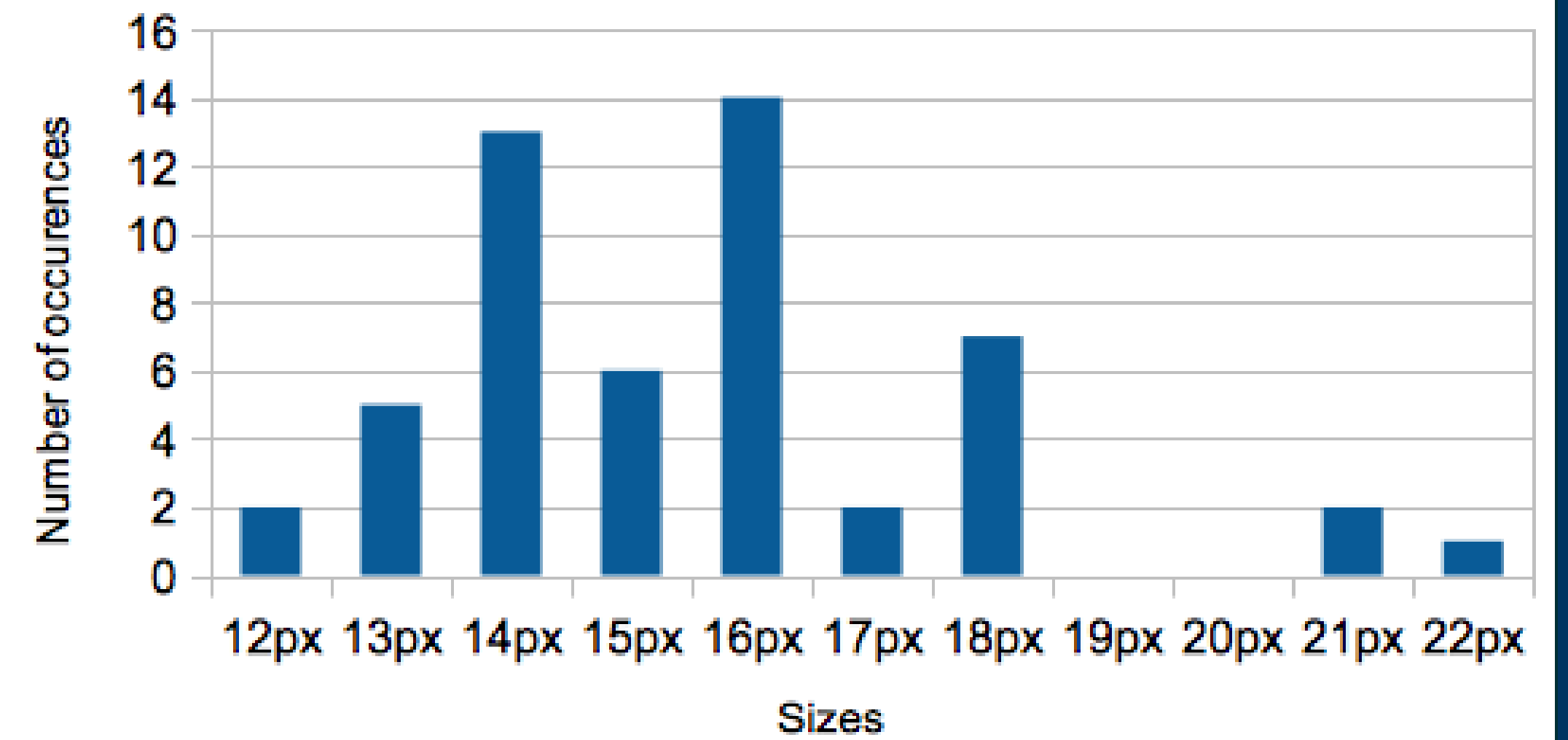
WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

# Font Sizes

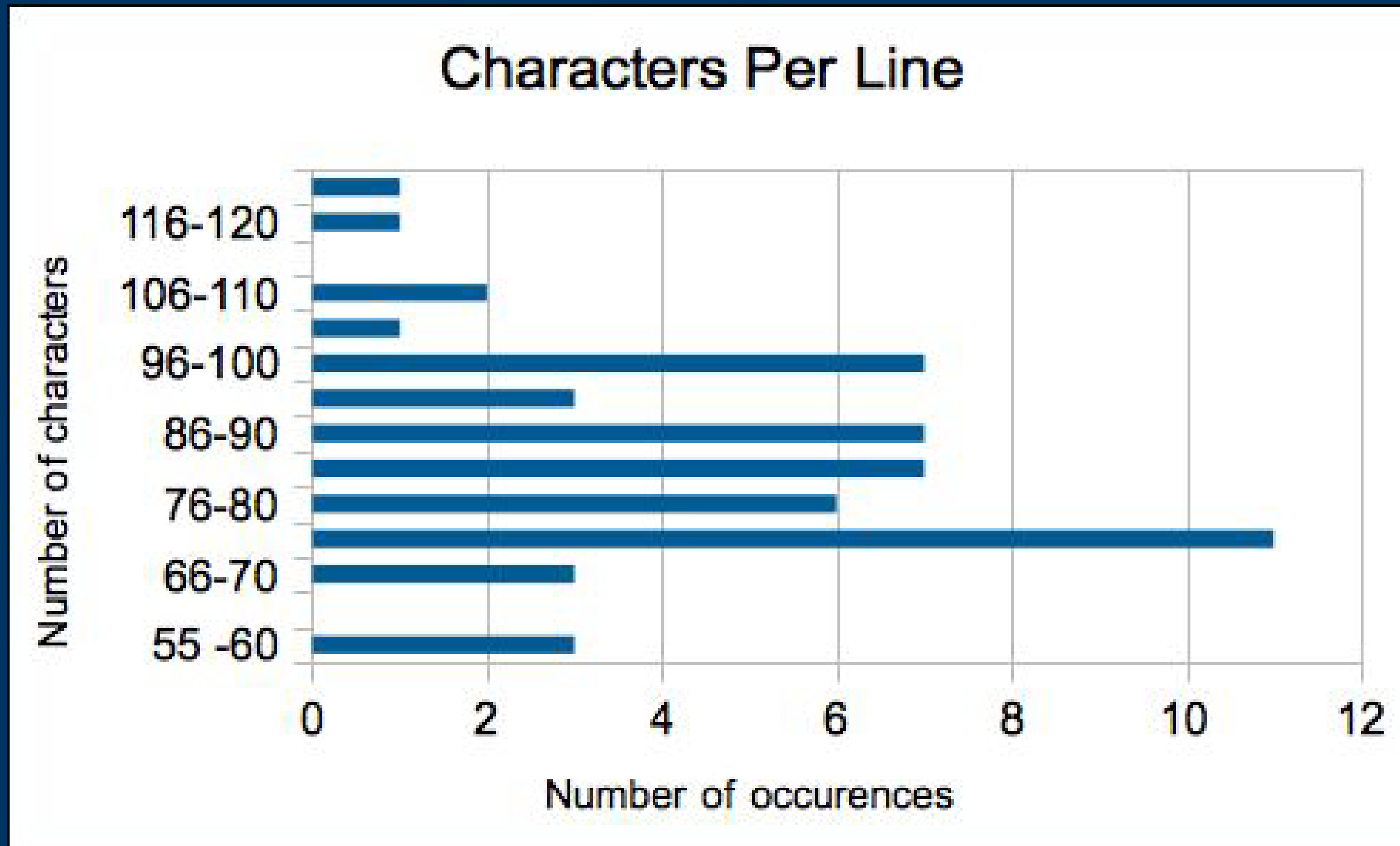
## Heading Font Sizes



## 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.