

Unusual Fonts in Web Pages

After a lot of Research into, and Testing of, Webfonts, I have revised this substantially. (Thank you, Franklin Einspruch, of the Boston Comics Roundtable, for all your feedback. You are like a Wise Tribal Elder.) And, at the risk of telling you stuff you already know, I have attempted to make this as maximally useful as possible. (There's no point in telling somebody that "Hey, there's this cool, new stuff you can do", and then leaving them hanging with abstruse, or incomplete instructions, just because "Well, everyone knows that!" A lot of the time, it turns out that they don't.)

Next, if you are the type of person who likes to eat your dessert first, or rip open presents the second you see them, you can jump to the example page here: http://www.storyspace.org/Alt_Events_Test.asp. This is a tarted-up, alternative version of a Page from a Website that I maintain. It has a number of unusual Fonts on it. I found them online, and they all *seemed* like they might be really cool. You can judge for yourself whether or not that is true. Perhaps you may even decide that the results are not worth the bother, and stop reading here. When it comes to using fancy Fonts on the Internet, remember the immortal words of blind Master Po: "Choose wisely, Grasshopper."

Downloading A Font

The great thing about Downloaded Fonts is that they are different from the usual fonts on your Computer. If you do not want to do all of your lettering by hand, and you're tired of Arial, Courier, Garamond, Helvetica, etc., you can probably find then and download a font from the Internet that has the look and feel of what you are trying to convey in your Artwork/Comics/Graphics. But, if you want to use that same Image on a Website surrounded by supplemental text using that same Font, you will have a problem.

Whether you buy a Font, or download it for free, you first have to install it on your computer before you can use it. When you have done that, the new Font can be used in any Graphics program on that Device. You can then upload the Images you've created to your Website, and embed them in your Webpages. Once you do that, they are visible to the World. But that new Font will NOT show up in the TEXT of your Webpages for anyone besides yourself, because most of the people reading your work on the Internet probably won't have the new font on their computers. You will still need to upload the Font to your Server.

Uploading A Font

Getting a Font onto your Hosting Server (i.e., where your Web Pages live) is not as simple as making a "Fonts" subdir, and then FTP-ing your favorite .TTF file up to it. There are several good reasons for this:

- A) Fonts typically come in several different 'flavors', usually Regular, Bold, and Italic; and sometimes Outline, Reversed, Light, Heavy, Extra Large or Small, etc.
- B) There are numerous Operating Systems (Windows, iOS, Android, Linux, etc.) and Browsers (IE, Safari, Chrome, FireFox, Opera, Konqueror, etc.) that all process Fonts in different ways.

C) There now all different types of Devices (Desktop, Laptop, Tablet, Smart Phone, etc.) that are utilizing various different versions of the above Operating Systems and Browsers, and processing and displaying Fonts in even more different ways.

How to deal with this? You could give up, and use the same standard, boring Fonts that everyone probably already has on their computer. (Everyone, that is, except for your Aunt Mary in Peoria. You desperately want her to see your new strip, "*Buccaneers of Belmont*", but she will miss all the Pirate Goodness of your text. That's because Microsoft has an exclusive License for *Monotype Corsiva*, and your Aunt Mary, who believes that "*Bill Gates is the Devil*", only uses Linux.) Or, you could create a Font Webkit, or just use a WebFont. Neither of these two alternatives is that hard to do, and you can even use them both in the same Web Page.

Font Webkits

If you already have (or own, which is not always the same thing) a distinctive Font that you prefer using, it is very easy to create a Webkit. Just remember that you will need to do this for each different 'flavor' (Regular, Bold, Italic, etc.) of it that you want to use online. Then, as Franklin Einspruch points out, make sure that you have the appropriate rights to do this.

Just because you downloaded "Fluffy Slacks BTN Regular" for free, and you think it looks cool, doesn't mean you can get the all the other versions of it for free, as well. And, even if you bought and paid for every flavor of "Berzerko Bunny", check the License. You may or may not have bought the rights to use it Commercially, or even without attribution (as in, "Berzerko Bunny Font (c)1670 By Andreas Haettenschwetter, used by Permission of the Swiss Font Foundation").

After all that, the rest is fairly easy. For instance, you can go to a free online service like Font Squirrel (<http://www.fontsquirrel.com/tools/webfont-generator>), and upload the .TTF file you want to convert into a Webkit. Choose "Optimal", and check the Agreement Box. Your Webkit will be generated and downloaded as a .Zip file. You can upload multiple files at once, but dealing with the output might get confusing. (Note: Other websites will have similar, but somewhat different processes.)

Extract your downloaded .Zip file into new a Folder, and name it appropriately (Webfontkit_LOL_Regular, Webfontkit_LOL_Bold, Webfontkit_LOL_Italic, etc.) Inside this folder will be eight files, and a specimen file Folder which you can ignore. If you sort by size, the five largest files will be the ones you want: Lol-regular-webfont.woff2, Lol-regular-webfont.eot, Lol-regular-webfont.woff, Lol-regular-webfont.ttf, and Lol-regular-webfont.svg. Copy these five files up to the "Fonts" subdir on your Server. How you load these files into your web pages will be addressed below.

Webfonts

Both Adobe (<https://typekit.com>) and Google (<https://fonts.google.com>) offer Fonts that are accessible online. All of Google's 846 Fonts, and 950+ of the ones from Adobe, are free. (Google even used to have a little meter that told you the page load impact for each font in milliseconds, but that's apparently not an issue anymore.)

Note that while Adobe has more Fonts than Google, they will only let you use two of them at a time for free. They do offer various pricing plans, however, plus synching of Fonts thru the Cloud, that might be just the thing if you're a Power User.

Many of these fonts, as has been pointed out, do tend to be derivative. That is, they look similar to other popular Fonts that are under copyright and/or not available for free, public use. The good thing about this, is that you can substitute them if the more well-known font is not available. A perfect example of this is Monotype Corsiva and Google's "Quintessential". If you're doing anything along the lines of "*Arr, Matey! Here be ye Treasure!*", you'll want to use Monotype Corsiva, because it looks just like the print in books from the Late 1600's to the Early 1700's. But, it is still under stringent copyright, and is not always found on non-Microsoft platforms. Quintessential, however, is close enough to use in its place.

Loading Webkit Files

Note: Although the terms "Website" and "Webpages" are somewhat interchangeable, it needs to be pointed out that a Website consists of one or more pages. And that you, the owner, may want to have the exact same "look and feel" across the whole Site, or you may want to give a different look to various different Pages. This is controlled by the STYLE declarations. You can have Styles that are applicable to your entire Web Site by using a Cascading Style Sheet (.CSS file), or you can insert Styles into each separate Page.

Webkit files are loaded from your Server to the Reader's Browser using the new @font-face command. To load the Lol Regular font, you simply add this to the HEAD section (i.e., somewhere between the <HEAD> and </HEAD> tags) of your Web Page or to your Site's "mystyles.css" file:

```
<style type="text/css">

@font-face {

    font-family: 'Lol_regular';

    src: url('Fonts/Lol-regular-webfont.eot');

    src: url('Fonts/Lol-regular-webfont.eot?#iefix') format('embedded-opentype'),

        url('Fonts/Lol-regular-webfont.woff2') format('woff2'),

        url('Fonts/Lol-regular-webfont.woff') format('woff'),

        url('Fonts/Lol-regular-webfont.ttf') format('truetype'),

        url('Fonts/Lol-regular-webfont.svg#Lol_regular') format('svg');

    font-weight: normal;

    font-style: normal;

}
```

</style>

Note that you have just told the Reader's Browser that the Lol Regular font is now called "Lol_regular". If you had a webkit for Lol Bold, the files would look like "Lol-bold-webfont.xxx", and you'd call it "Lol_bold". And so on, for each 'flavor' that you wanted to use.

Your Readers will now be able to see the Lol_regular font on any device. To invoke it for them, you can use the usual FONT commands, like Blah, blah, blah.. Even better, you can create useful classes within your .CSS file or STYLE declaration (including Backup fonts, just in case there is a loading problem) like this:

```
.lolreg {font-family: Lol_regular, Ariel, Caliban;font-weight:regular;font-size:18px;}
```

```
.lolreg24 {font-family: Lol_regular, Ariel, Caliban;font-weight:regular;font-size:24px;}
```

```
.lolreg36GR {font-family: Lol_regular, Ariel, Caliban;font-weight:regular; color: GREEN;font-size:36px;}
```

Then you can just use SPAN or DIV commands, as in:

```
Blah, blah, blah, <span class="Lolreg">Some text here</span>, yet more blah, blah.
```

Or:

```
<div class="Lolreg24">
```

```
<h1>header</h1>
```

```
Text<br>
```

```
<image><br>
```

```
Some more text<br>
```

```
Yet more text</p>
```

```
</div>
```

Loading Google Webfonts

Webfonts are font files that are sent to the Reader's Browser from someone else's Server on demand. You neither own them, nor have a copy on your Server. How you invoke these files depends upon which source you are using.

When you select a Font from Google, you will be shown two different ways to load it (and given the code to do it with). The first way is as a LINK that you put into the HEAD section of your Webpage(s):

```
<link href='http://fonts.googleapis.com/css?family=Sniglet' rel='stylesheet' type='text/css'>
```

The second way is as an @import command that you put into your .CSS file or the STYLE declaration of a Webpage:

```
@import url(http://fonts.googleapis.com/css?family=Sniglet);
```

If you are going to use multiple fonts from Google, there's even a third, and more efficient, way. You can use a special Webfont Loader program, by putting this into the HEAD section of your Webpage(s):

```
<script src="//ajax.googleapis.com/ajax/libs/webfont/1.5.10/webfont.js"></script>
```

Next you would add something like this, listing all of the fonts that you wanted to download (remembering to use a plus sign in place of any spaces in a Font's name):

```
<script>
```

```
WebFont.load({
```

```
  google: {
```

```
    families: ['Sniglet', 'Quinn+the+Eskimo', 'London+Calling', 'Tom+Bombadill', 'Chewbacca', 'Banjo+Ucial']
```

```
  }
```

```
});
```

```
</script>
```

Again, just like for downloaded Fonts, you will find it useful to create classes within your .CSS file or STYLE declaration, such as:

```
.quinnreg18 {font-family: Quinn the Eskimo, Ariel, Caliban;font-weight:regular;font-size:18px;}
```

```
.quinnreg24 {font-family: Quinn the Eskimo, Ariel, Caliban;font-weight:regular;font-size:24px;}
```

```
.quinnbold36WH {font-family: Quinn the Eskimo, Ariel, Caliban; font-weight:bold; color: WHITE; font-size: 36px;}
```

Loading Adobe Webfonts

Lastly, let's say you've created a Typekit through Adobe for the Pomegranate font. You will be given two lines of code to put in the HEAD section of your Webpage(s):

```
<script src="//use.typekit.net/kew3ffn.js"></script>
```

```
<script>try{Typekit.load();}catch(e){}</script>
```

This will load the font files to the Reader's Browser; and put a class called "tk-pomegranate" into your STYLE declaration. It will be the most basic possible instance (with a Backup font already included):

```
.tk-pomegranate {font-family: Pomegranate, Sans Serif;font-weight:regular;font-size:12px;}
```

So, if you want something besides Vanilla, you will have to ask for it, like this:

```
. pomegranate18 {font-family: Pomegranate, Sans Serif;font-weight:regular;font-size:18px;}
```

```
.pomg_bold24 {font-family: Pomegranate, Sans Serif;font-weight:bold;font-size:24px;}
```

```
.pomg_pomg24 {font-family: Pomegranate, Sans Serif;font-weight:regular;color: # 584783;font-size:24px;}
```

See For Yourself

If you've been good, and haven't already peeked, you will find a pretty good sample page, displaying a number of unusual Fonts, here: http://www.storyspace.org/Alt_Events_Test.asp. Some of the Fonts are from Webkits that I created at Font Squirrel, one is a Typekit from Adobe, and the rest are from Google. As mentioned above, it is a tarted-up and alternative version of an actual Page from a Website that I maintain. For reference, the name of each example Font is included in brackets (although one has been deliberately misspelled, as an inside joke). Whether or not you like any of these Fonts, or find any of this to be useful, is up to you. But again, when it comes to using fancy Fonts on the Internet (or anywhere, for that matter), remember blind Master Po, and "Choose wisely, Grasshopper."

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