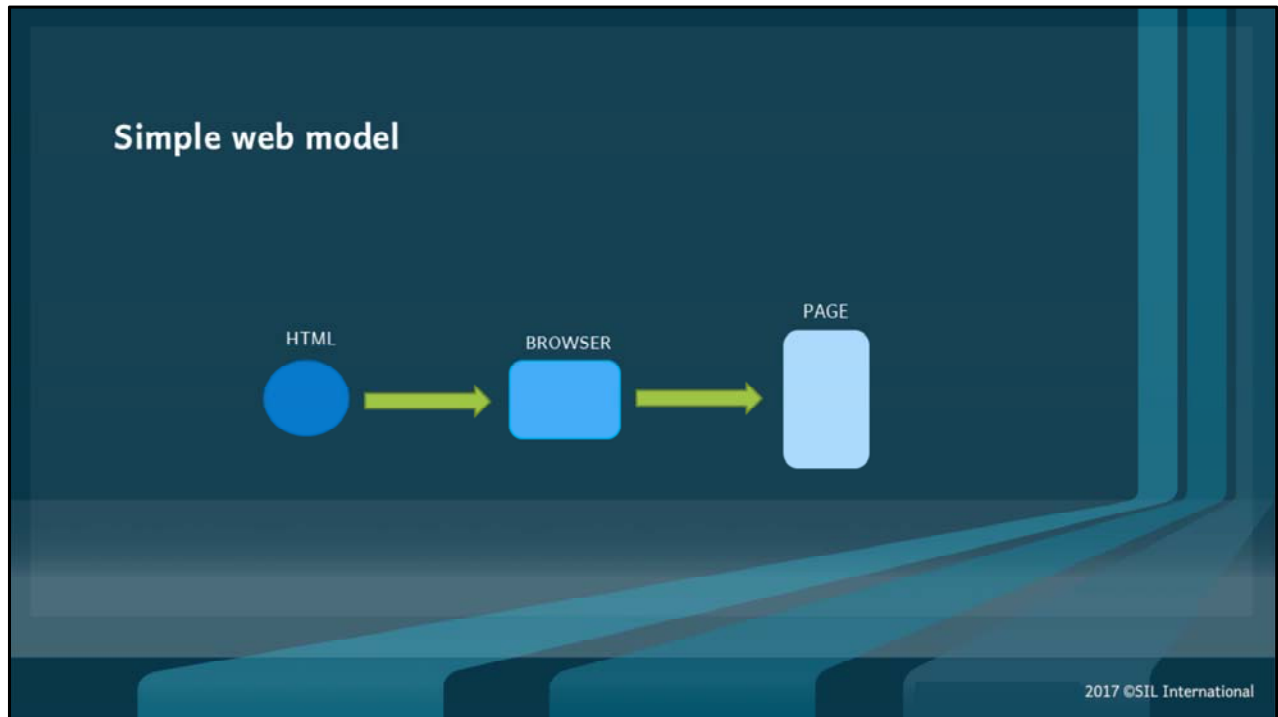


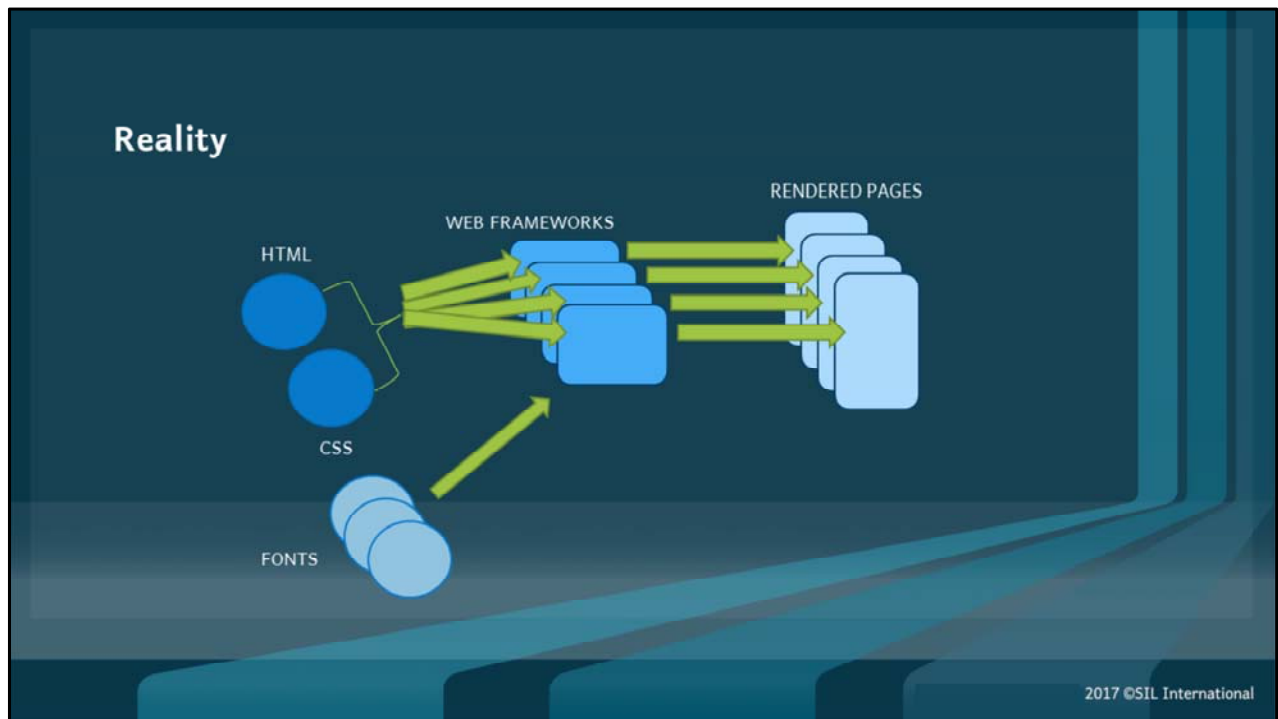


This session will be discussing using web fonts and font features and how to use them on the web.

If you want to put text on the internet and you want people to see the page using a font you know supports that language, then you will need to use web fonts on your website.

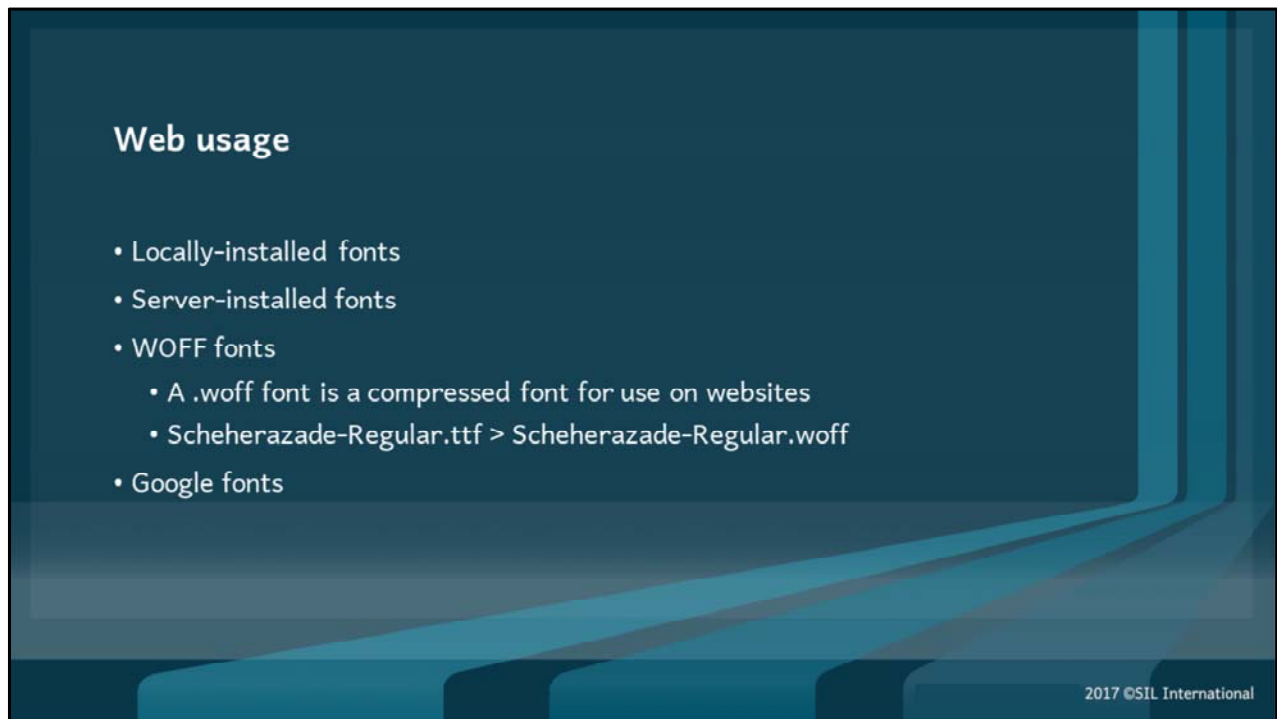


Let's look at a simple web model. You might have an html page. Someone looks at it in their browser and a page is displayed. We have no information about what fonts they have installed on their computer. That means the page we have carefully crafted on our computer could look vastly different than what we expected when displayed on their computer



The new reality is that we have much more control over what people see.

Instead of one simple html page we also have a stylesheet (css) that defines what things should look like. Together the html+css outputs what we might call a web framework. However, we can also include fonts on the website and use those fonts in the css. When the html, css and fonts are pulled together, the rendered pages are much more likely to be as you want people to see your page.



For this session we won't go into all the details of developing web sites. We will look at it as relates to fonts.

If you want to use a specific font, you could require that people install the font on their computer. When you do that, you leave it up to the user to make sure that happens.

Another possibility is to have Server-installed fonts. These reside on the server where your website is.

Very large fonts can take a bit of time to render the page. For that reason we want to use WOFF fonts. WOFF fonts are compressed fonts. Because of the compression used, the pages will render faster.

A .woff font is exactly the same font as you are used to on your computer, but it has been compressed for use on website.

We will also look at using Google fonts on web pages.

Next we will look at the css code for implementing the use of specific fonts.

Web usage – font sources

- Locally installed (*any browser*)
 - `p {font-family: Scheherazade, serif; }`
- Server – TTF (*not IE, Firefox 3.5+*)
 - `@font-face {
font-family: ScheherazadeTTF;
src: url(http://site/fonts/Scherazade-Regular.ttf);
p { font-family: ScheherazadeTTF, serif; }`
 - Change "`//site/fonts/`" to your domain and the path to where you have stored the font

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For a locally installed font you just need to declare the font and a fallback font.

For a Server font it is more complex. You could choose to use the .ttf fonts and this is the declaration for that.

Web usage – font sources

- Server – WOFF (*IE 9+, Firefox 3.5+*)
 - @font-face {
font-family: ScheherazadeWOFF;
src: url(http://site/fonts/Scherazade-Regular.woff);
p { font-family: ScheherazadeWOFF, serif; }
 - Change "//site/fonts/" to your domain and the path to where you have stored the font
- Other solutions – not recommended

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As we said, using a WOFF font is the best option. This is the syntax you might put in your CSS.

Other solutions such as EOT, TypeKit, etc are available, but we don't recommend them and will not discuss here.

Web usage – declaring a feature (OpenType)

- Declaring the feature

```
.sch-cv12-R {  
    font-family: Scheherazade-Regular;  
    -webkit-font-feature-settings: "cv12" 1;  
    -moz-font-feature-settings: "cv12" 1;  
    font-feature-settings: "cv12" 1;  
}
```

- Using the feature

```
class='sch-cv12-R normal '  
class='sch-dflt-R normal' lang='ur'
```

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If you just want to use the font on your page, that's about all you have to do. However, since our fonts have specific language features or Stylistic Set features or Character Variants or Graphite features, you might want to use them.

This is the syntax to declare a feature in the CSS.

Please note the order for the "font-feature-settings". It's important to put them in that order in order for them to work in as many browsers as possible.

You can use the feature as defined. You can also call the language feature.

If you wish to use more than one feature you can separate them by commas.

Web usage – declaring a feature (Graphite)

- Graphite features are similar
 - http://scripts.sil.org/cms/scripts/page.php?site_id=projects&item_id=graphite_firefox
- Works only on Firefox with Graphite enabled
 - About:config

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Graphite features are similar. You can go to this page for a thorough description.

Currently Firefox is the only browser that will render Graphite fonts.

You might need to enable Graphite with the about:config dialog. I'll show you that at the end.

Using Google fonts

- What is a Google font?
 - https://en.wikipedia.org/wiki/Google_Fonts
 - <https://fonts.google.com/>
- If a font is in Google fonts, you can call it from your webpage
 - https://developers.google.com/fonts/docs/getting_started
- SIL Arabic fonts
 - Scheherazade, Lateef and Harmattan
- Fast, free service that works almost everywhere

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Google fonts is a directory hosted by Google of freely available fonts.

Here's a description: https://en.wikipedia.org/wiki/Google_Fonts

You can search for fonts here: <https://fonts.google.com/>

If a font is in Google fonts, you can call it from your webpage.

https://developers.google.com/fonts/docs/getting_started

Currently, Andika, Gentium Basic, Gentium Book Basic, Scheherazade, Lateef and Harmattan are in Google fonts.

I'm not actually sure what the process is for getting our fonts into Google fonts. I know they've required us to do some internal changes to our fonts to make them acceptable. Victor hasn't wanted us to ask them to add any fonts without going through him first. Also, I don't think they wanted to add our large fonts.

I'm checking with VG on this last.

Web usage – Google Web Fonts

```
<head>
  <link rel="stylesheet" type="text/css"
        href="https://fonts.googleapis.com/css?family=Lemonada">
</head>
<style>
  body {
    font-family: 'Lemonada', serif;
    font-size: 22px;
  }
</style>
```

Web usage – Google Web Fonts

شېلىكده. ابراهيمدان داوودا چنلى بۇلان نىسلىر چمى اۇن دۇرت ارقادىر.
داووددان بائىل سورگونىنە چنلى هم اۇن دۇرت، بائىل سورگونىنە
مىسبە چنلى هم اۇن دۇرت ارقادىر. رامادان بىر بس اشىدىلىدى.

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Show the html page demoing Lemonada

Web usage – Google Web Fonts

- Getting a font into Google Web Fonts
 - Google's choice
 - You cannot submit a font to the service yourself
- Best way to increase chances for font ending up on the service
 - Released under the OFL
 - High design and technical quality
 - Works well as a web font
 - Meets a need that their service doesn't not currently meet

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For non-Latin web fonts to end up in the Google fonts service either they need to be 1) commissioned at Google's request (and paid for by them) or 2) already publicly released under the OFL. They also need to be for a script or language that Google particularly wants to support but for which not enough fonts are available. IOW it's really up to Google, not us or anyone else. You can't submit a font to the service yourself.

The best way to increase your chances of your font ending up on the service is to give it these qualities:

- released under the OFL
- high design and technical quality (they've significantly raised the bar on this in the last year or two)
- works well as a web font (that it's readable, has a distinct personality, etc.)
- meets a need that their service doesn't not currently meet

Web usage -

- Demo: \LocalFonts folder
- Demo: <http://software.sil.org/awami/features-demo/>
- Demo: \GoogleFonts folder

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At this point we'll quit the powerpoint and go look at a few files.