

# → *How to use* **AT Lang**

Lang can do more than most fonts. Fear not! It takes just 3 steps to use it like a pro.

+ *Installation tips on page 3*

+ *Have a question that isn't answered here? Reach out! [info@arrowtype.com](mailto:info@arrowtype.com)*

## **1** Choose the Subfamily

Consider the purpose and medium of what you are designing, then pick the right font for the job.

**AT Lang**  
[Static]

Each style is actually its own font file, known as a “static” font because it exists in one static form. These are best for print projects and for exporting to PDFs, because this relies on older tech that doesn't always support variable fonts very well.

**AT Lang**  
**Variable**

Includes all weights for a fluid range of possible upright styles in a single font file, and includes a second font file for all weights of the Italic variant. Best for websites using a lot of font styles and for dialing-in logos and artwork that will be outlined before printing. Avoid if you want to use outlined letters in a design, because you will see overlaps in some glyphs, which exist to help the letter outlines flex.

*Pro tip!*

The metrics and overall weights of Lang are designed to work effortlessly in combination with Name Sans (what you're reading now) and Lang Gothic (a newer option). So, you always have obvious choices for a supporting font!



## **2** Choose the Weight & Style (Roman vs *Italic*)

Consider the purpose and intended tone of text, and pick the styles that matches that. Intense, neutral, or delicate?

**Black**  
**+ Italic**  
**ExtraBold**  
**+ Italic**

The heaviest styles of Lang have tight spacing and relatively small interior spaces, so they are best used at larger sizes and in shorter lengths of text. They have a personality that is simultaneous friendly and punchy.

**Bold**  
**+ Italic**  
**SemiBold**  
**+ Italic**  
**Medium**  
**+ Italic**  
**Regular**  
**+ Italic**  
**Light**  
**+ Italic**

The intermediate styles of Lang have more moderate spacing and medium contrast that details that are visually intriguing at large scale, but can also hold up at smaller sizes, especially with a bit of added tracking of about 10–30 units (on the web, that would be 0.01em to 0.03em of letter-spacing).

They are reminiscent of no-nonsense text typefaces, but their semi-slab construction adds a bit of extra flavor to make text a little more lively.

**ExtraLight**  
**+ Italic**  
**Thin**  
**+ Italic**

The lightest styles of Lang have moderate spacing and thin lines, so they are best used at larger sizes and in shorter lengths of text. They have an aesthetic that is airy, a little bit delicate, and maybe even luxurious in the right context.

# 3

## Choose Features

This is where some real pro-level typographic finesse can happen! Lang includes a variety of features to allow you to craft your typography for maximum utility and impact.

Tag	Feature	Off (Default)	On
swsh	Swashes (Italics Only)	<i>ATLANTIC OCEAN</i>	<i>ATLAN<b>T</b>IC OCEAN</i>
c2sc	Caps to Small Caps	[ABC abc ;123!]	[ABC abc i123!]
smcp	Small Caps	[ABC abc ;123!]	[ABC <b>ABC</b> ;123!]
c2sc, smcp	All Small Caps	[ABC abc ;123!]	[ABC <b>ABC</b> i123!]
case	Case-Sensitive Forms	¿H)/I@I—	¿H)/I@I—
calt	Contextual Alternates	ff fl fi tn cn AVA RA	<b>ff fl fi tn cn AVA RA</b>
frac	Fractions	1 1/2 7 35/756	1½ 7 <sup>35</sup> / <sub>756</sub>
liga	Ligatures	ff fl fi fj fb ffi ffi ffb	<b>ff fl fi fj fb ffi ffi ffb</b>
onum	Oldstyle Numerals	0123456789	<b>0123456789</b>
tnum	Tabular Figures	0123456789	<b>0123456789</b>
onum, tnum	Tabular Oldstyle Figures	0123456789	<b>0123456789</b>
ordn	Ordinals	1a 8o	1 <sup>a</sup> 8 <sup>o</sup>
sinf	Scientific Inferiors	H0123456789	H <sub>0123456789</sub>
sup	Superscript	H0123456789	H <sup>0123456789</sup>
ss01	Single-story a (Uprights only)	Variation	<b>Variation</b>
ss02	Single-story g (Uprights only)	Digging	<b>Digging</b>
ss03	More-normal g (Uprights only)	Digging	<b>Digging</b>
ss04	Avoid low-legibility swashes	<i>ATLAN<b>T</b>IC OCEAN</i>	<i>AT<b>LAN</b>TIC OCEAN</i>

The following features are also in the fonts, but they mostly work automatically:

ccmp, locl, numr, dnom, rvrn, kern, mark, mkmk



## Installation Tips

There are lots of ways to install fonts on different systems, but here are a few tips that may be helpful.

### Note!

Any time you are updating to a new version of a font, it is important to complete quit any program currently using that font before you install the new font version. For example, quit out of InDesign, Illustrator, MS Word, Figma, etc, and *then* install the latest font version. Reflow and renaming may occur, so you may have to go through a “replace fonts” workflow.

### macOS

You can simply drag fonts into the Font Book app to install them. Alternatively, if you expect to manage many font installations:

1. Quit all open applications that might use the fonts.
2. In Finder, navigate to the folder <yourusername>/Library/Fonts
3. Optional: drag this to the Finder sidebar, or while the Fonts folder is highlighted, use the menu option **File > Add to Sidebar**
4. Now, you can manage new font files just like normal files! Dragging in fonts will install them. You can enclose fonts in folders to more easily organize families. For Lang, you can copy the entire download folder into the Fonts folder. You may want to exclude the **Desktop > Static > TTF** folder, as these can show up as duplicate fonts or font styles in some apps.
5. Note: to uninstall fonts, simply remove them from this folder. To deactivate fonts without moving files, group them into a folder, then control+click and “Compress” the folder into a ZIP archive, then delete the folder.

### Windows

You can simply right-click font files and choose “Install.”

However, to install many font files at once:

1. Quit all open applications that might use the fonts.
2. Open Font Settings
3. Drag the font files into the Font Settings window.

### Web

You can use these fonts on the web via *self hosting*. Usually, that means placing the font files in a folder within a given web project, then linking to them via the `@font-face` rule in CSS.

If you are using 3 or more weights of Lang, consider using the variable font! It will be about the same amount of data, but allows you to choose weights on a smooth spectrum from 1–1000, and the web browser will automatically set the correct optical size for the font size of every piece of text (unless you override that).

If your web project is open-source, do not store the font files in the publicly-available repository. Instead, you can host them on a file hosting service such as AWS S3 Buckets. For instructions, please see:

<https://blog.arrowtype.com/host-webfont-on-aws/>

Note: be sure to use the woff2 files – not the TTF or OTF files – so that you are sending your web visitors the smallest font file sizes possible.