

→ How to use Lang Gothic

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

+ *Installation tips on page 3*

+ *Have a question that isn't answered here? Reach out! hi@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 Gothic
[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 Gothic 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 Gothic are designed to work effortlessly in combination with Name Sans (what you're reading now). So, you always have an obvious choice 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?

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

The weight range of Lang Gothic matches the intermediate weights of Lang. The weights of Lang Gothic have simplified details and slightly less thick-thin contrast than Lang, so it is a little more geared towards use at smaller sizes. If you use it in smaller text, you may want to add a bit of added tracking of about 10–30 units (on the web, that would be 0.01em to 0.03em of letter-spacing).

3

Choose the Features

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

Tag	Feature	Off (Default)	On
case	Case-Sensitive Forms	¿H)/I@I—	¿H)/I@I—
ordn	Ordinals	1a 8o	1 ^a 8 ^o
tnum	Tabular Figures	\$1234567890	\$1234567890
ss01	Single-story 'a' (Uprights only)	Variation	Variation
ss02	Single-story 'g' (Uprights only)	Digging	Digging
ss03	More-normal 'g' (Uprights only)	Digging	Digging
ss04	Serifed uppercase 'I'	INTELLIGIBLE	INTELLIGIBLE
ss05	Barless 'G'	GARGANTUAN	GARGANTUAN
ss06	Blocky Punctuation	"Hey;" Nice!	"Hey;" Nice!
ss07	More-quirky 'g' (Uprights only)	Digging	Digging

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

ccmp, locl, 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 for this user. You can enclose fonts in folders to more easily organize families. For Lang Gothic, you can simply copy the entire download folder into the Fonts folder.
5. Note: to uninstall fonts, you can 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.

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 Gothic, 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.