



**CSS gives  
great power.**

**But requires great  
responsibility.**

**You can do almost anything  
with CSS.**

**You can do almost anything  
with CSS.**

**Change colors**

**You can do almost anything  
with CSS.**

**Change colors, opacity**

# You can do almost anything with CSS.

Change colors, opacity,  
fonts

# You can do almost anything with CSS.

Change colors, opacity,  
fonts, borders

**You can do almost anything  
with CSS.**

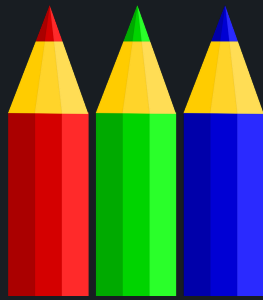
**But the question is, *should* you?**

**You can do almost anything  
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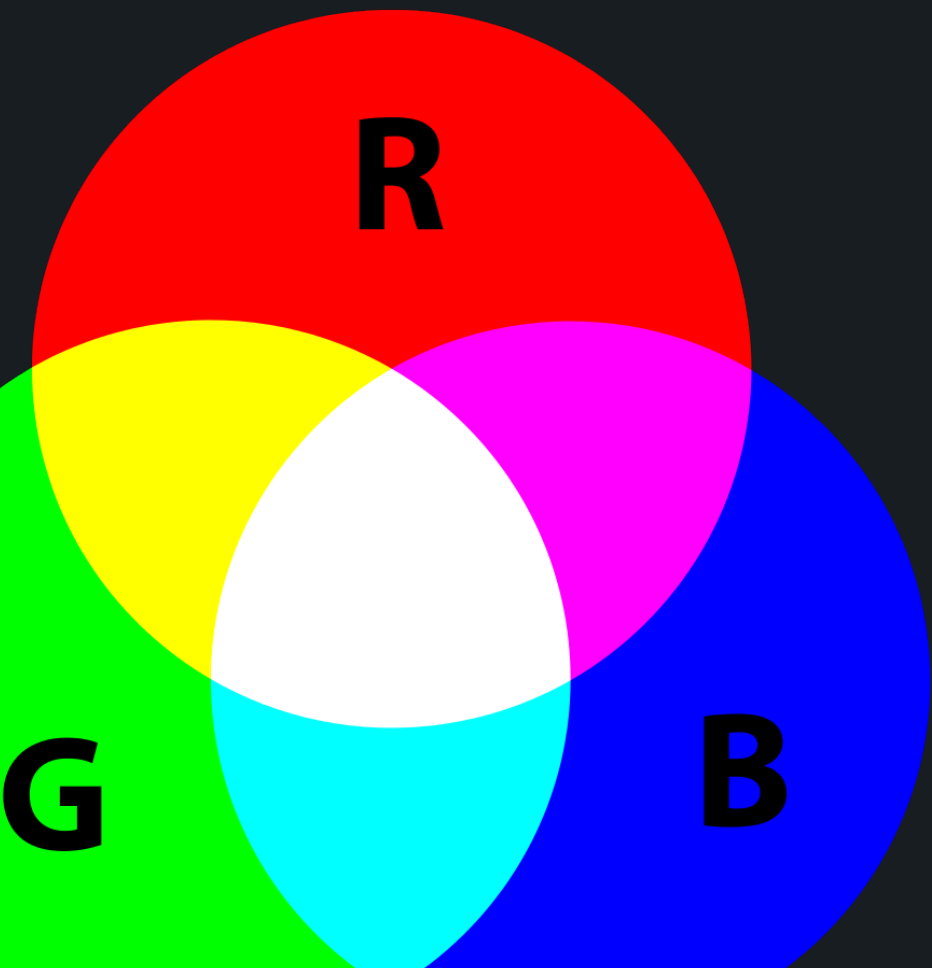
**But the question is, *should* you?  
Or, better, *how* should you?**



**Accessibility, subtlety,  
harmony and legibility  
are keys to design success.**



**Let's see how that works with *colors*,  
*cursors* and *fonts***



**Choose your wiki's colors wisely, according to:**

- Emotional impact
- Complementation
- Contrast



There's a reason news organizations often choose bright red for their logos and websites.

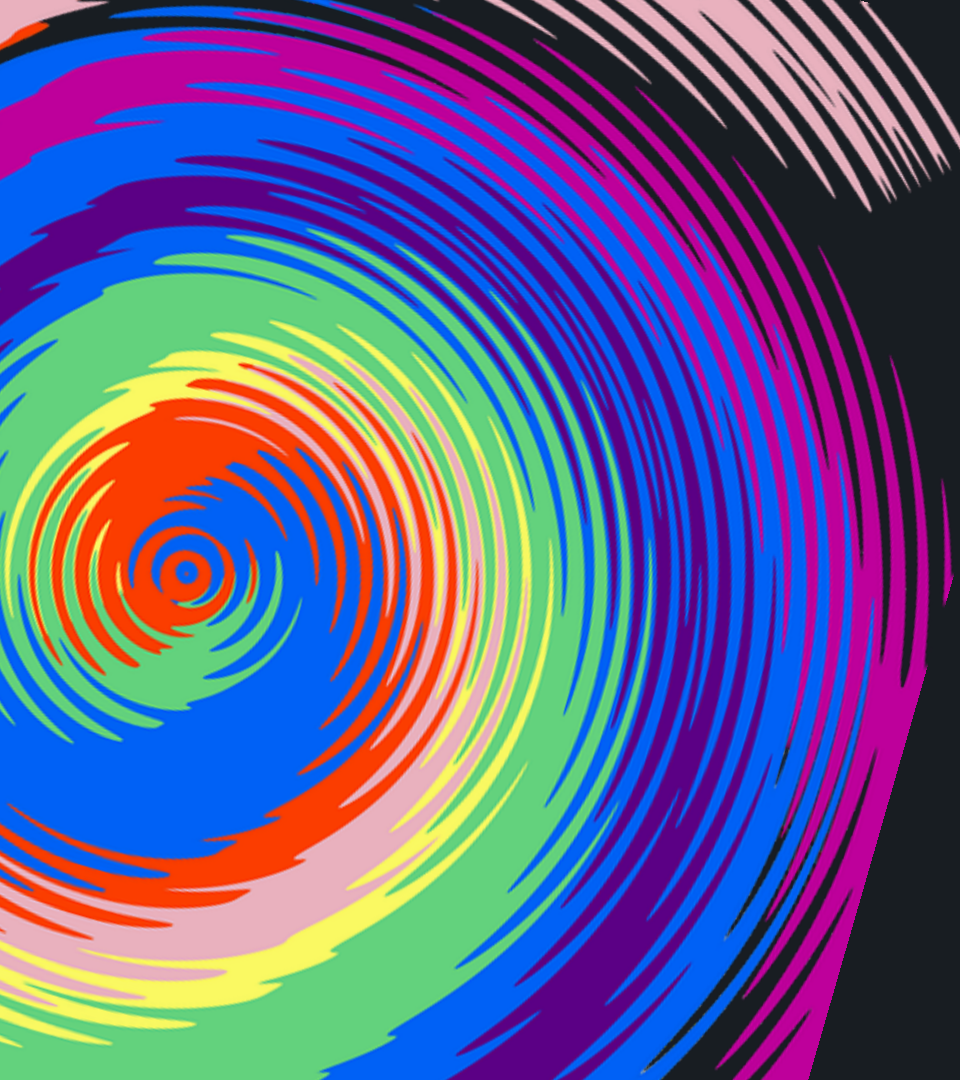
## Emotional impact

Colors have an emotional impact that is most tied to their vibrancy. Bright (that is, more vibrant) shades of colors tend to make people feel urgency and excitement. Darker shades are more calming.

# What's the right vibrancy for your wiki?

Do you work on a wiki that's about a fast-paced game? Give some consideration to a bold color scheme.

Is your wiki about a character-driven book series? More muted colors might work.



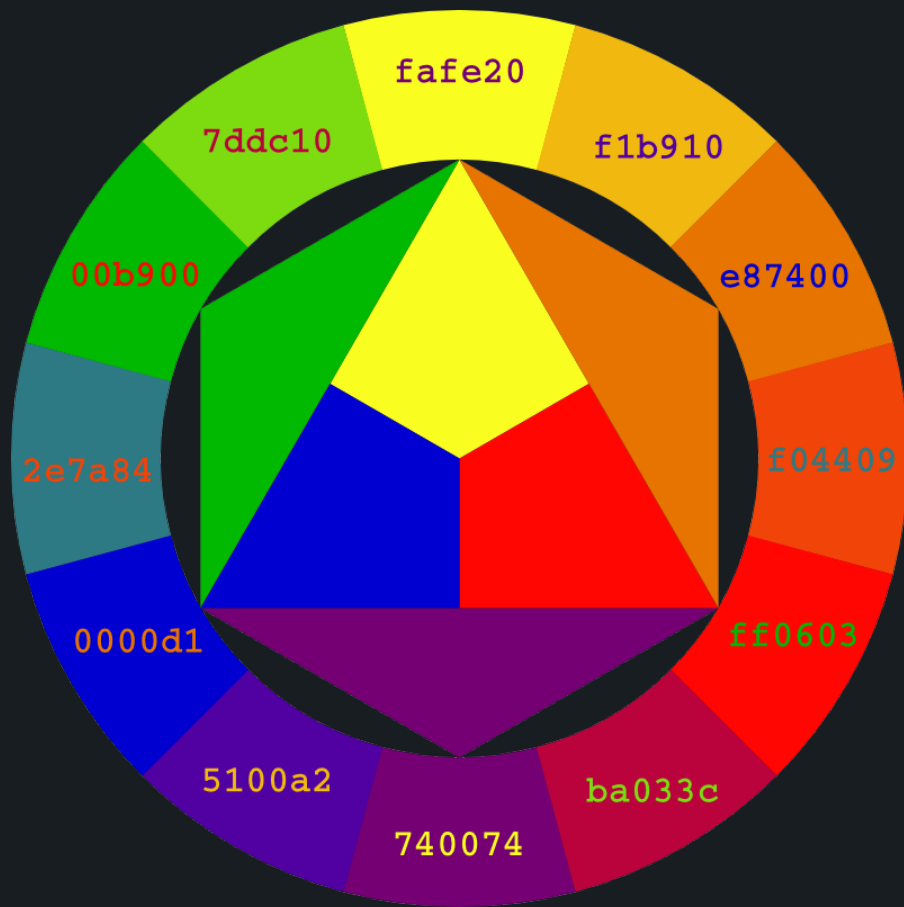
# Be complementary.

Your color scheme, or palette, should confine itself to colors that are in some way complementary.

Unless your topic is itself colorful — as at Steven Universe — don't use every color under the rainbow, or you risk making your audience's eyes bleed.

**There are three main kinds of  
complementation.**

**Triadic  
Analogous  
Compound**



# Triadic

Triadic complementation is when you pick three colors from precisely opposite ends of the color wheel.

Think Superman or Supergirl. Red, Yellow and Blue are a perfect color triad.



# Analogous

Analogous colors are kind of the inverse of triadic. Instead of going to *opposite* sides of the color wheel, pick colors from *adjoining* sides of the wheel.

So: yellow, yellow-green, green-yellow and pea green, as we see to the left. Or even light gray, gray, and dark gray.

Credit: Trondg at English Wikipedia [CC BY-SA 3.0 (<http://creativecommons.org/licenses/by-sa/3.0>) or GFDL (<http://www.gnu.org/copyleft/fdl.html>)], via Wikimedia Commons





# Compound

When you think of definitionally complementary colors, think of Christmas: red and green. That is, pick a color and draw a straight line over to the other side of the color wheel. If two colors seem bland to you, add another pair in exactly the same way to *compound* your complements.

So use red and green for some things, but lavender and pea green as an accent color-pair.

# There are tons of sites that will help you find perfect colors for your wiki.



## But a great one is [paletton.com](https://paletton.com).

When you enter your base color, it'll automatically give you several full themes, according to whichever kind of complementation you prefer.

# High contrast ratios are good.

The difference in luminescence between your text and background — roughly speaking the “contrast ratio” — is important to keep high.

The highest is pure black (#000) on pure white (#fff), but many other combinations are acceptably legible.



Low-contrast font color and unreadable texts?  
To hell with them!

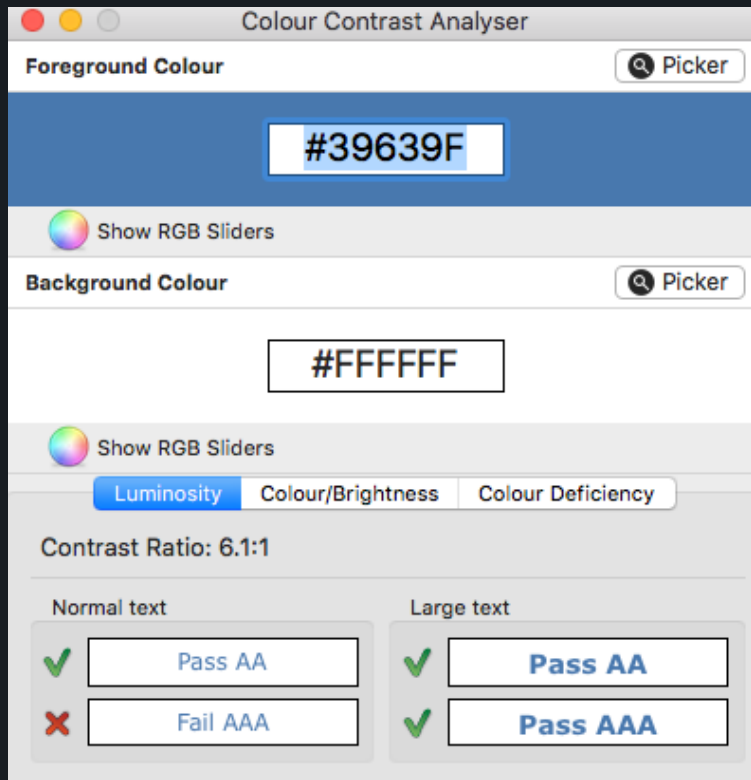
Credit: [contrastrebellion.com](http://contrastrebellion.com)  
Go there today to get more  
info!

## Why go high?

More people will be able to stay on your wiki for longer if you always use a high contrast ratio.

Low contrast ratios cause eyestrain.

Some combinations can even be flatly impossible for some people to see — even if you can read things just fine.



# Seek professional analysis.

Don't just eyeball color contrast. Actually run the colors through any one of thousands of color contrast analyzers. These give you a number on a scale. The best contrast ratios are AAA 7.0 or better.

Analyzers show up everywhere, even in places like MS Word. The image to the left was taken from a pretty old copy of Word, at that.



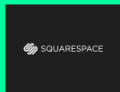
# Get a browser extension.

If you use Chrome, there are several contrast ratio analyzers available as extensions. One created by North Carolina State University has the simple name of “Color Contrast Analyzer”, but there are certainly others.

# Aa 7.84 AAA

Star 551 Tweet

Contrast is the difference in luminance or color that makes an object (or its representation in an image or display) distinguishable. In visual perception of the real world, contrast is determined by the difference in the color and brightness of the object and other objects within the same field of view.



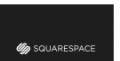
Create a business website to showcase your work. Start your free trial. ads via Carbon

Text	Background
#004466	#00ffa2
Hue 200°	Hue 158°
Saturation 1	Saturation 1
Lightness 0.2	Lightness 0.5
Reverse	Random

# Aa 1.07 Fail

Star 551 Tweet

Contrast is the difference in luminance or color that makes an object (or its representation in an image or display) distinguishable. In visual



Create a business website to showcase your work. Start your free trial. ads via Carbon

## Go online

There are a lot of places you can go to get a contrast. One of the ones with the best UX design, though, is **colorable.jxnblk.com**.

Here, you can enter your text and background colors. You get a satisfying “AAA” when you get an AAA rating over 7 — and a big “fail” when you don’t.



# ThemeDesigner is your friend.

Although there's plenty of opportunity to color things manually in your CSS, remember that Theme Designer is your friend.

Once you settle on your overall color palette, use Theme Designer to implement it. You'll find your life becomes a whole lot easier.



**Think hard about implementing custom cursors.**

**It's possible to change the cursor on your wiki through CSS. But you probably don't want to, for accessibility reasons alone.**



# Cursor caution.

People who use their keypad to move the cursor are used to their cursors having certain dimensions. If you radically alter the size of the cursor, you run the risk of frustrating these users, to the point that they give up on your wiki.

This is a real custom cursor. Problem is, neither the pointy bit at the bottom, nor the bit at the top, is precisely what's used to click on things. Instead, the active area is somewhere in the middle.

For that matter, you could easily annoy a lot of people who don't use accessibility functions. This is especially true if you use images for your cursor that don't obviously point to anything, like round emojis.

**There are two easy ways to add  
fonts to your wiki.**

**Font stacks**

**Google Fonts import**

```
h1 {
    font-family: "Segoe UI", Frutiger, "Frutiger Linotype",
    "Dejavu Sans", "Helvetica Neue", Arial, sans-serif;
    font-size: 24px;
    font-style: normal;
    font-variant: normal;
    font-weight: 500;
    line-height: 26.4px;
}
h3 {
    font-family: "Segoe UI", Frutiger, "Frutiger Linotype",
    "Dejavu Sans", "Helvetica Neue", Arial, sans-serif;
    font-size: 14px;
    font-style: normal;
    font-variant: normal;
    font-weight: 500;
    line-height: 15.4px;
}
p {
    font-family: "Segoe UI", Frutiger, "Frutiger Linotype",
    "Dejavu Sans", "Helvetica Neue", Arial, sans-serif;
    font-size: 14px;
    font-style: normal;
    font-variant: normal;
    font-weight: 400;
    line-height: 20px;
}
blockquote {
    font-family: "Segoe UI", Frutiger, "Frutiger Linotype",
    "Dejavu Sans", "Helvetica Neue", Arial, sans-serif;
    font-size: 21px;
    font-style: normal;
```

# Font stacks.

Font stacks lists of similar fonts, created in the hope that one of them resides on your readers' local computers.

You don't have to upload a font to your wiki, so text rendering is faster.

# Fandom's base stack.

```
body {  
  font-family:  
    "Helvetica Neue",  
    Arial,  
    sans-serif  
}
```

For its body text, Fandom generally uses the stack on the left.

When you build a font-stack, you want to make sure all the fonts within it are reasonably similar, as they are in this case. But you also want to put the "rarer" fonts first. In this case, "Helvetica Neue" is on fewer computers, globally, so you put it first to guarantee that those people who have it installed will actually see it.

# There are lots of places to go for help with font stacks.

## Century Gothic CSS Font Stack

Stack Name

Century Gothic

Compatibility

Win: 87.62% Mac: 53.15%

Fonts in Stack:

Century Gothic, CenturyGothic, AppleGothic, sans-serif

Font

Size

Weight

Century Gothic Full Stack

Select One: ▾

Select One: ▾

Style

Variant

Line Height

Select One: ▾

Select One: ▾

Select One: ▾

Apply To

Header ▾ Save Heading Setting

HTML:

h1 {

font-family: "Century Gothic", CenturyGothic, AppleGothic, sans-serif;

font-size: 24px;

font-style: normal;

font-variant: normal;

font-weight: 500;

line-height: 26.4px;

}

h3 {

font-family: "Century Gothic", CenturyGothic, AppleGothic, sans-serif;

font-size: 14px;

font-style: normal;

font-variant: normal;

font-weight: 500;

line-height: 15.4px;

}

CSS:

h1 {

font-family: "Century Gothic", CenturyGothic, AppleGothic, sans-serif;

font-size: 24px;

font-style: normal;

font-variant: normal;

font-weight: 500;

line-height: 26.4px;

}

h3 {

font-family: "Century Gothic", CenturyGothic, AppleGothic, sans-serif;

font-size: 14px;

font-style: normal;

font-variant: normal;

font-weight: 500;

line-height: 15.4px;

}

### Preview Your Fonts

Your headline is in Century Gothic

This is a sub heading in Century Gothic.

This paragraph is in Century Gothic. Keep reading for how to use the buttons to the left. Change your settings, and choose what section you want the font to apply to. Once you are pleased with the settings for that section you can click save. Your selections will remain as you look for another font for another section of this preview.

Another sub heading in Century Gothic.

The setting for a paragraph continues down here. There is a blockquote next to it. You may want to make that stand out.

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The setting for a paragraph continues down here. There is a blockquote next to it. You may want to make that stand out.

Make other Century Gothic text stand out!

Golden Ratio

Reset

Apply Golden Ratio to font sizes and line height based on paragraph font size.

But a great one is [cssfontstack.com](https://cssfontstack.com).

It lets you check out different fonts to see how common they are globally. This is key to being able to build a stack that has a high chance of success.



Viewing 818 of 818 font families

Roboto

Christian Robertson (12 styles)



All their equipment  
and instruments are  
alive.

Try typing directly into the text fields.

GOT IT

Baloo Bhaina

Ek Type (1 style)



I watched the  
storm, so beautiful  
yet terrific.

Lato

Lukasz Dziedzic (10 styles)



A shining crescent  
far beneath the  
flying vessel

Jim Nightshade

Astigmatic (1 style)



Sentence

Regular 400

40px



*A red flair silhouetted the  
jagged edge of a wing.*

SEE SPECIMEN

Open Sans

Steve Matteson (10 styles)



Almost before we  
knew it, we had left  
the ground.

Slabo 27px

John Hudson (1 style)



It was going to be a  
lonely trip back.

# Google Font imports.

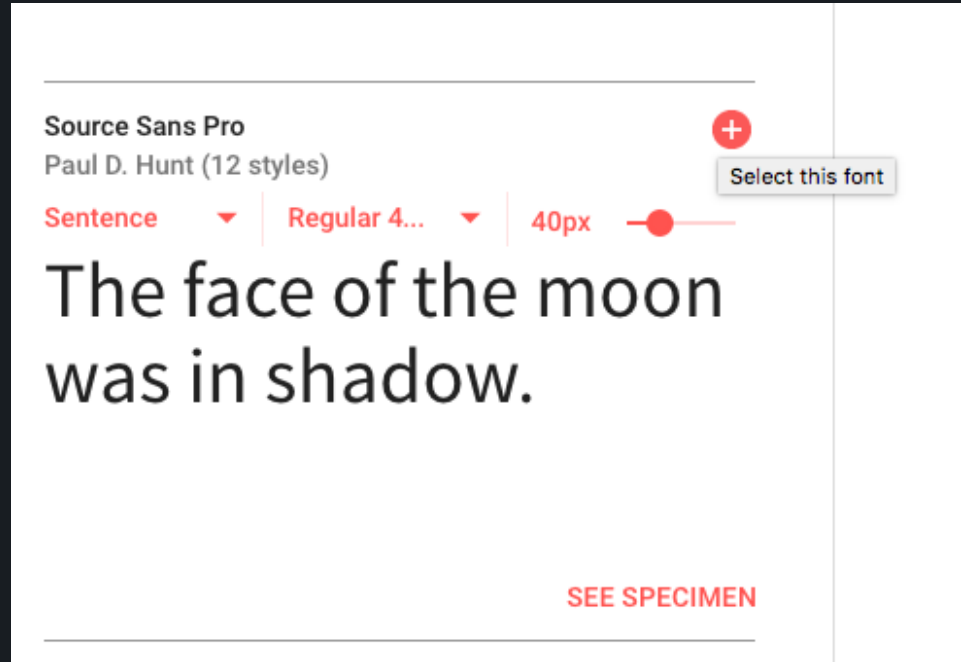
Importing from Google Fonts  
allows you to be much more  
particular about the fonts that  
show up on your wiki.

You don't have to "hope"  
someone's got your desired  
font on their computer. You can  
just @import the font into your  
local CSS and "force" it to  
appear



# Pick your font.

Go to [fonts.google.com](https://fonts.google.com). Select only the fonts that you actually need. Don't pick too many fonts, or you could unnecessarily slow down your wiki's page loads. By default, Google will only choose 400 weight, regular style of a font, so that your wiki doesn't get bogged down with a lot of unnecessary variations.





## 1 Family Selected

Lato 

EMBED

CUSTOMIZE

Load Time: Fast

### Embed Font

To embed your selected fonts into a webpage, copy this code into the <head> of your HTML document.

STANDARD

@IMPORT

```
<style>
@import url('https://fonts.googleapis.com/css?family=Lato');
</style>
```

### Specify in CSS

Use the following CSS rules to specify these families:

```
font-family: 'Lato', sans-serif;
```

For examples of how fonts can be added to webpages, see the [getting started guide](#).

# Do the embed.

Let's say I wanted to get Lato on my wiki. I'd go to the Embed | @import tab and copy this line to the top of my MediaWiki:Wikia.css file:

```
@import url('https://
fonts.googleapis.com/css?
family=Lato');
```

Then, wherever I wanted to use Lato in my CSS, I'd add this rule:

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Easy.

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# Pair 'em up!

Of course, that's just the mechanics of getting a new font onto your wiki. Figuring out which fonts look good together is something people build whole careers out of. But, here are some pro-tips:

- Don't go crazy. Either just change your headers, or have a single combination of headers and body text.
- It's usually distracting to have different fonts on infoboxes, navboxes or other elements than you have in the main part of your pages

## Sans-Serif/Serif

### Cabin and Old Standard TT

All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

Heading: [Cabin](#)

Body: [Old Standard TT](#)

[Download Font Pair](#)

### Fjalla One and Average

All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

Heading: [Fjalla One](#)

Body: [Average](#)

[Download Font Pair](#)

# Get some pairing suggestions.

Pairing fonts is a thing that could well make you crazy. So don't be afraid to look at some sites made by people who have *already* been driven crazy.

A good place to go, particularly if you're using Google Fonts, is **fontpair.co (not .com)**



# Questions?