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Typography

Introduction

Bootstrap can make a mediocre page look great almost without any effort. The Bootstrap CSS automatically applies to common HTML elements.

Headings

All HTML headings, `<h1>` through `<h6>` are automatically styled. There are also `h1` through `h6` classes that can be assigned to paragraphs and spans for when you want to match the font styling of a heading but still want your text to be displayed inline.

```
<h2>heading two</h2>
<p class='h2'>This is a test</p>
<p>This is <span class='h3'>also</span> a test</p>
```

Create lighter, secondary text within a heading by using the `<small>` tag or the `small` class.

```
<h1>Bootstrap heading <small>Secondary text</small></h1>
```

If you don't do anything at all to a paragraph, then the Bootstraps defaults will apply. Bootstrap's global default `font-size` is **14px**, with a `line-height` of **1.428**. This is applied to the `<body>` and all paragraphs. In addition, `<p>`

(paragraphs) receive a bottom margin of half their computed line-height (10px by default).

```
<p>...</p>
```

Lead body copy

You can make a paragraph stand out by adding the class "lead" to the paragraph tag. Generally, you would only do this to one paragraph, near the top of the page.

```
<p class="lead">Here's the attention grabber</p>
```

Block Quotes

You can make a quote stand out by using the class "blockquote" to the paragraph tag. If you want the quote on the right, add class="pull-right",

```
<blockquote>If you think you have problems with math, you should see
my problems.<small>Albert Einstein, <cite title="Source
Title">Physicist</cite></small></blockquote>
```

If you think you have problems with math, you should see my problems.
— Albert Einstein, Physicist

There is a great example of a variety of tables on the http://www.joyofbootstrap.com website, titled *'Block Quote'.*

Contextual colors

Convey meaning through color with a handful of emphasis utility classes. These may also be applied to links and will darken on hover just like other default link styles.

```
<p class="text-muted">This text is muted.</p>
<p class="text-primary">This text is important.</p>
<p class="text-success">This text indicates success.</p>
<p class="text-info">This text is used to convey information.</p>
<p class="text-warning">This text is used to convey a warning.</p>
```

```
<p class="text-danger">This text is used to convey danger.</p>
```

Dealing with specific cases

Sometimes the emphasis classes cannot be applied because another selector is taking over. In most cases, you can get around this by wrapping your text in a `<span>` with the desired class.

```
<p>This is a <span class='text-danger'>dangerous</span> situation.</p>
```

Contextual backgrounds

Similar to the contextual **text** color classes, you can also easily set the **background** of an element to any contextual class. Anchor components will darken on hover, just like the text classes.

```
<p class="bg-primary">...</p>
<p class="bg-success">...</p>
<p class="bg-info">...</p>
<p class="bg-warning">...</p>
<p class="bg-danger">...</p>
```

There is a great example of a variety of tables on the http://www.joyofbootstrap.com website, titled *'Emphasis Classes'*

Built with Less

The typographic scale used throughout Bootstrap is based on two Less variables which can be found in the **variables.less** file: `@font-size-base` and `@line-height-base`. The first is the base font-size used throughout and the second is the base line-height. These values are the basis for the margins, paddings, and line-heights of all the Bootstrap CSS.
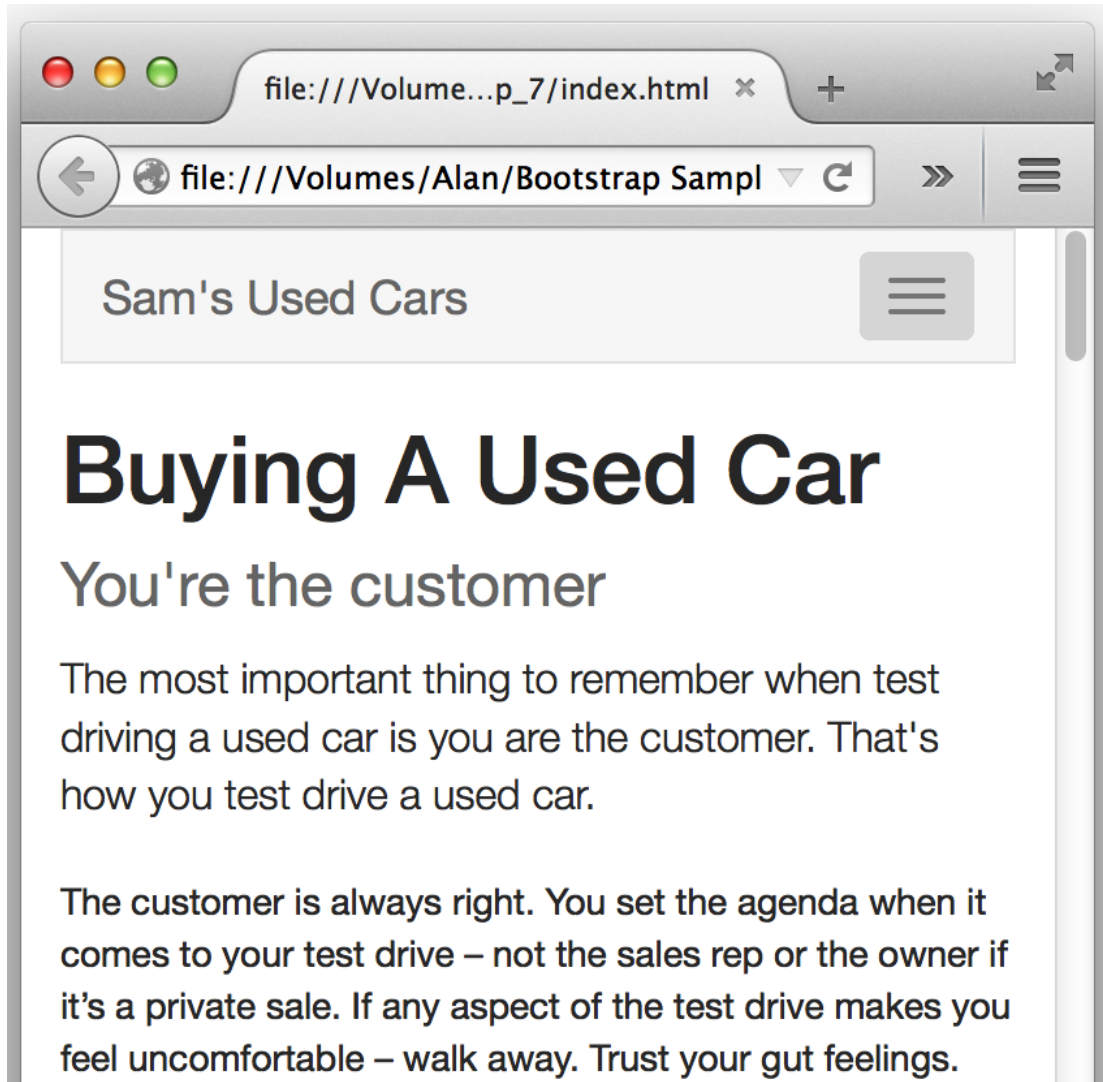
That's the power of Less – rather than hard-coding specific values for margins and paddings these things can be calculated in proportion to some base values.

Customize `@font-size-base` and `@line-height-base` and Bootstrap

adapts accordingly.

Sam's Used Cars Challenge

See if you can apply the typography features described in this chapter to Sam's Used Cars website.   When you're done, the home page should feature some catchy text, which *might* look something like this:

Challenge Solution

Of course, use your own creativity to come up with how you would set up the site if you were Sam.

One possible solution can be found in the example file Sams_Used_Cars_Chap_7.zip