Using Font and Text Styles

Using the markup we developed in Chapter 1, let's look at how we can transform a very ordinary looking page into a more professional looking piece. Figure 3.23 shows the unstyled markup:

![Stylin'](http://www.bbd.com/stylin/)

**Moving to XHTML**

Creating XHTML compliant pages simply requires following a few simple rules. These rules may seem counter-intuitive or just a lot of extra work at first, but the benefits are significant and actually make coding sites much easier. Also, XHTML code can be easily validated online so you can be sure your code is correctly written.

Here are the key requirements for successful validation of your XHTML code:

1. Declare a DOCTYPE
2. Declare an XML namespace
3. Declare your content type
4. Close every tag, enclosing or non-enclosing
5. All tags must be nested correctly
6. Inline tags can't contain block level tags
7. Write tags in lowercase
8. Attributes must have values and must be quoted
9. Use encoded equivalents for left brace and ampersand

[more about these requirements](http://www.w3.org/TR/)

Here are some useful links from the web site of the W3C (World Wide Web Consortium), the guiding body of the web's development:

- W3C's XHTML validator
- W3C's CSS validator
- XHTML Resources
- CSS Resources

© 2004 Charlie Wyke-Smith and New Riders.

By applying only styles we learned in this chapter plus the margin property, the page suddenly looks like someone actually designed it (Figure 3.24).
Here are the styles:

1. `body {font-family:verdana, arial, sans-serif; font-size:100%; margin:1em 2em;}

   These are baseline styles for the font and page margins. The `font-family` is inherited by all elements and the margins move all the elements in from the edges of the page.

2. `* {margin:0; padding:0;}

   Here we “neutralize” all the default margins on the elements that eat up so much vertical space in the unstyled version. We also do the same for the padding to enable us to apply consistent styles to the lists for all browsers. By removing all the
default margins and padding, only elements that we decide should have them, have them.

3. h3 {font-size:.7em; word-spacing:1em; letter-spacing:-.05em; margin:.5em 0;}
   Here we've set tight letter spacing and wide word spacing.

4. h1 {font-size:1.1em; text-transform:uppercase; text-align:center; letter-spacing:.2em; margin:.5em 0;}
   The header is now centered with increased letter spacing and all capitals.

5. p {font-size:.75em; line-height:1.5em; text-indent:-1.75em; margin:0.5em 0 .75em 1.75em;}
   Here we've reduced the type size, increased the line height, and set a negative indent for the first line.

6. ol {margin-left:6em; font-size:.75em; line-height:1.5; font-style:italic;}
   The large left margin indents the list. We've also italicized the list and increased line spacing for any lines that may wrap.

7. a {margin-left:6.5em; font-size:.7em;}
   We set the left margin to make the link sit under the list text.

8. a:hover {text-decoration:overline underline;}
   When the link is hovered, we get an interesting above and below underline. (Hovered behavior not shown in Figure 3.24.)

9. ul {margin-left:6em; font-size:.75em; line-height:1.75; font-style:italic;}
   This list is also indented and italicized.

10. ul a {font-size:1em; margin:0;}
    The list items are links so we style these differently from non-list links using a contextual selector

11. sup {vertical-align:35%; font-size:65%;}
    A custom treatment of the sup tag.

12. div#homepagefooter p {font-size:.7em; font-weight:bold;}
    We've created small bold type for the footer.

Remember that once styles like these are in a style sheet, they are applied to all the pages that link to it, so you can get a whole Web site's-worth of mileage out of the work you put into styling a page like this.