



Using Digital Ad Web Fonts within Google Web Designer

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Overview

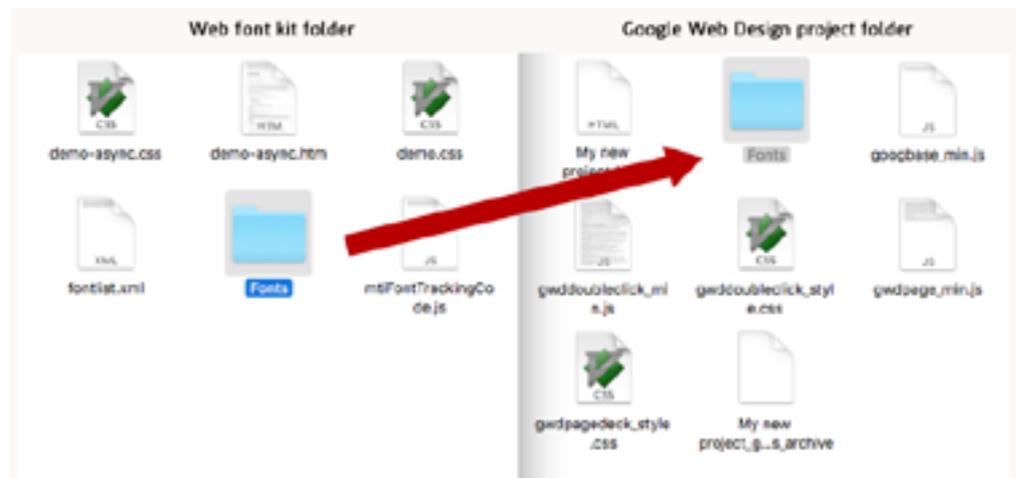
This guide focuses on using self-hosted web font kits provided by MyFonts.com.

Step 1 – Using the code

Now that you've downloaded your web font kit, create a new or open an existing project in Google Web Designer.



Save your project, then navigate to the project folder on your computer. Inside the web font kit that you downloaded, you'll find a folder called "Fonts." Copy it into your project folder.



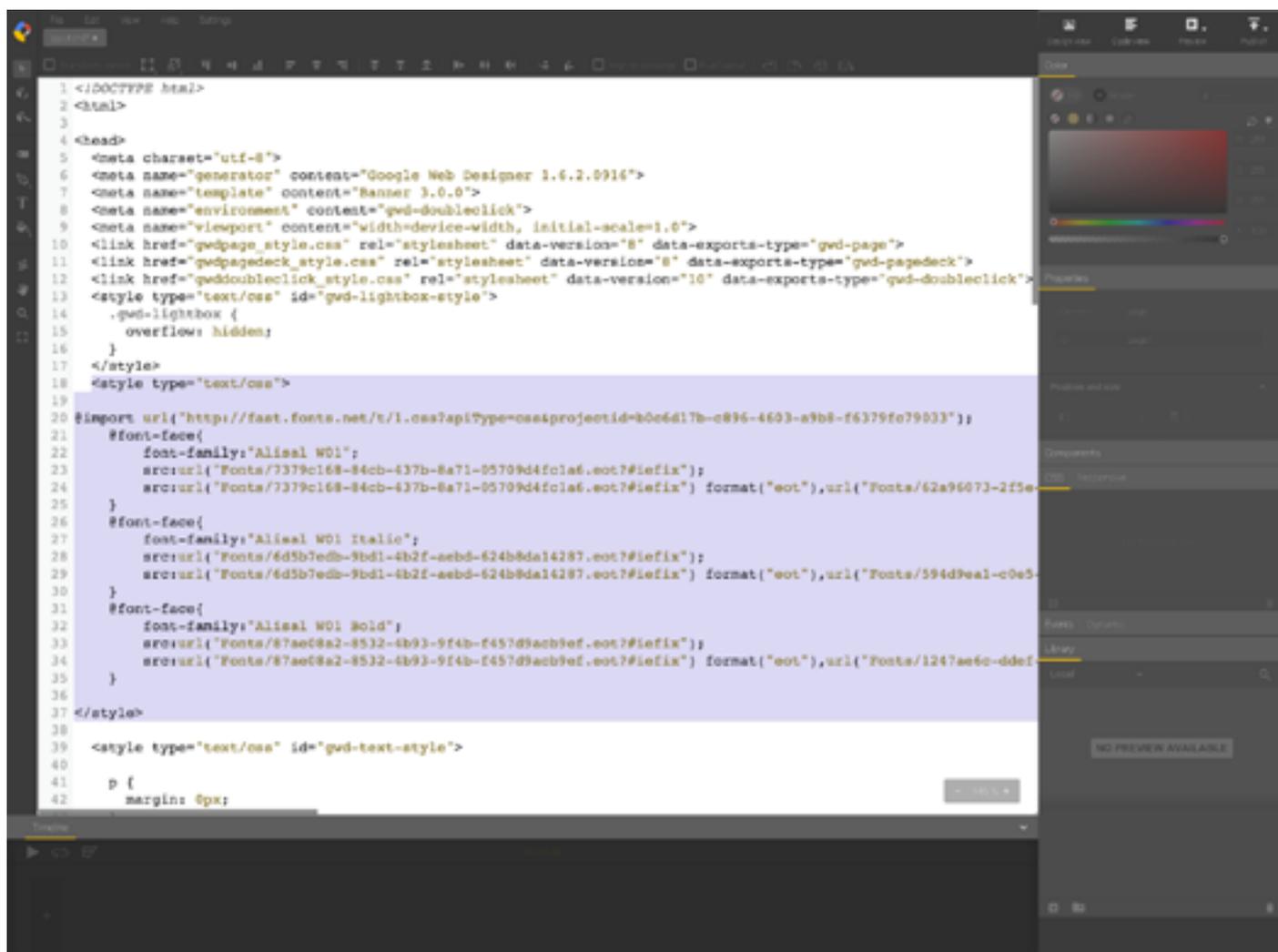
You'll also find a file named *demo.htm* in your web font kit folder. Double click to open it in your browser, and then scroll to the bottom of the page where you'll find a code snippet.

Copy the code snippet to your clipboard. Back in Google Web Designer, click "Code view," which can be found on the right-hand side panel.

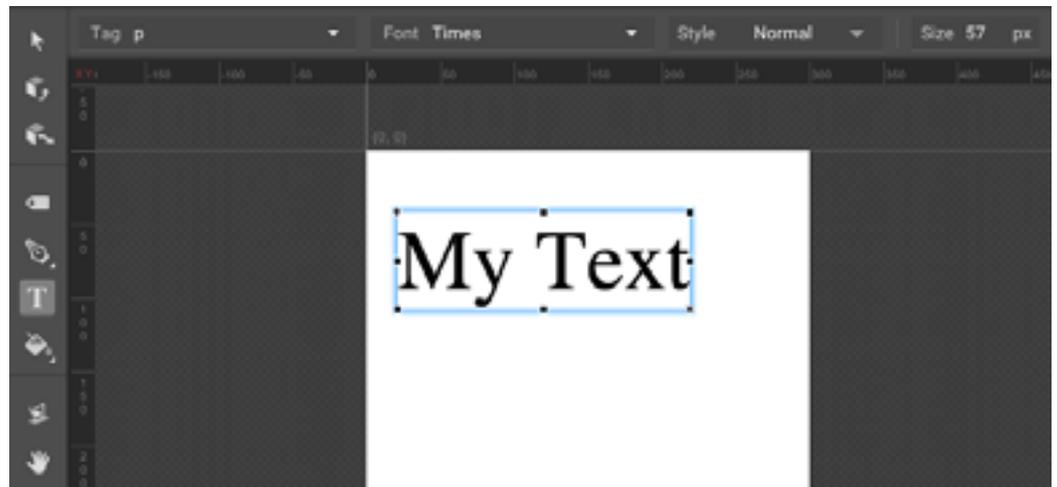
Now paste the code snippet inside the `<head></head>` section of code view.

COPY AND PASTE FOLLOWING CODE IN HEAD SECTION OF THE PAGE

```
<style type="text/css">
@import url("http://fast.fonts.net/t/1.css?apiType=css&projectId=40c6d17b-c896-4603-a9b8-f6379fc79033");
#font-face{
font-family:"Alisal W01";
src:url("Fonts/7379c168-84cb-437b-8a71-95709d4fcla6.eot?#iefix");
src:url("Fonts/7379c168-84cb-437b-8a71-95709d4fcla6.eot?#iefix") format("eot"),url("Fonts/62a96073-2f5e-40b8-b0e6-44701314e0f2") format("woff2"),url("Fonts/62a96073-2f5e-40b8-b0e6-44701314e0f2") format("woff"),url("Fonts/62a96073-2f5e-40b8-b0e6-44701314e0f2") format("truetype"),url("Fonts/62a96073-2f5e-40b8-b0e6-44701314e0f2") format("svg");
}
#font-face{
font-family:"Alisal W01 Italic";
src:url("Fonts/6d5b7ed8-9bd1-4b2f-aebd-624b8dal4287.eot?#iefix");
src:url("Fonts/6d5b7ed8-9bd1-4b2f-aebd-624b8dal4287.eot?#iefix") format("eot"),url("Fonts/594d9eal-c0e5-40b8-b0e6-44701314e0f2") format("woff2"),url("Fonts/594d9eal-c0e5-40b8-b0e6-44701314e0f2") format("woff"),url("Fonts/594d9eal-c0e5-40b8-b0e6-44701314e0f2") format("truetype"),url("Fonts/594d9eal-c0e5-40b8-b0e6-44701314e0f2") format("svg");
}
#font-face{
font-family:"Alisal W01 Bold";
src:url("Fonts/87ae08a2-8532-4b93-9f4b-f457d9acb9ef.eot?#iefix");
src:url("Fonts/87ae08a2-8532-4b93-9f4b-f457d9acb9ef.eot?#iefix") format("eot"),url("Fonts/1247ae6c-ddef-40b8-b0e6-44701314e0f2") format("woff2"),url("Fonts/1247ae6c-ddef-40b8-b0e6-44701314e0f2") format("woff"),url("Fonts/1247ae6c-ddef-40b8-b0e6-44701314e0f2") format("truetype"),url("Fonts/1247ae6c-ddef-40b8-b0e6-44701314e0f2") format("svg");
}
</style>
<style type="text/css" id="gwd-text-style">
p {
margin: 0px;
}
```



Click back into design view and select the element to which you would like to apply your web font. If you haven't created a text element yet, you can do so by selecting the Text icon and then typing something in the canvas:

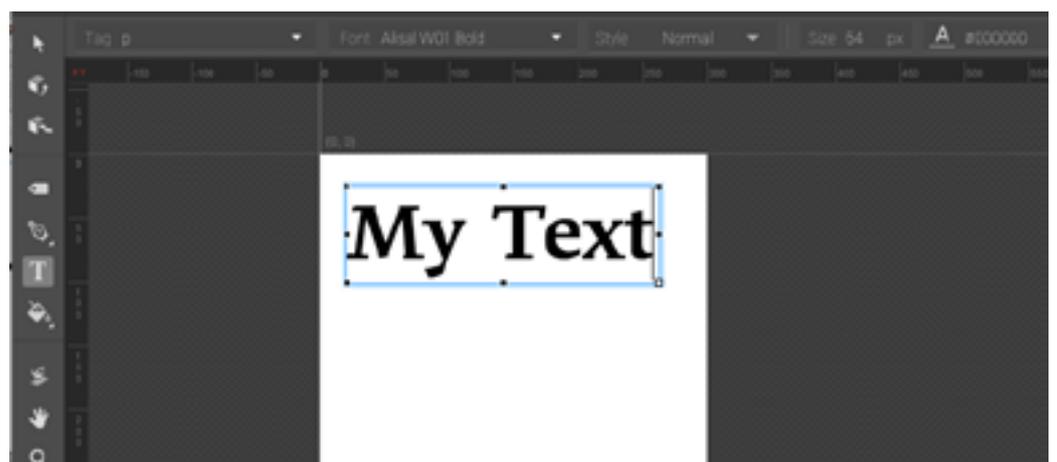


With your element selected, go to the sidebar and find the CSS menu. Click Add property. Now type the CSS property as instructed in your web font kit. For example, if your web font is Alisal Bold, the CSS property might look something like this:



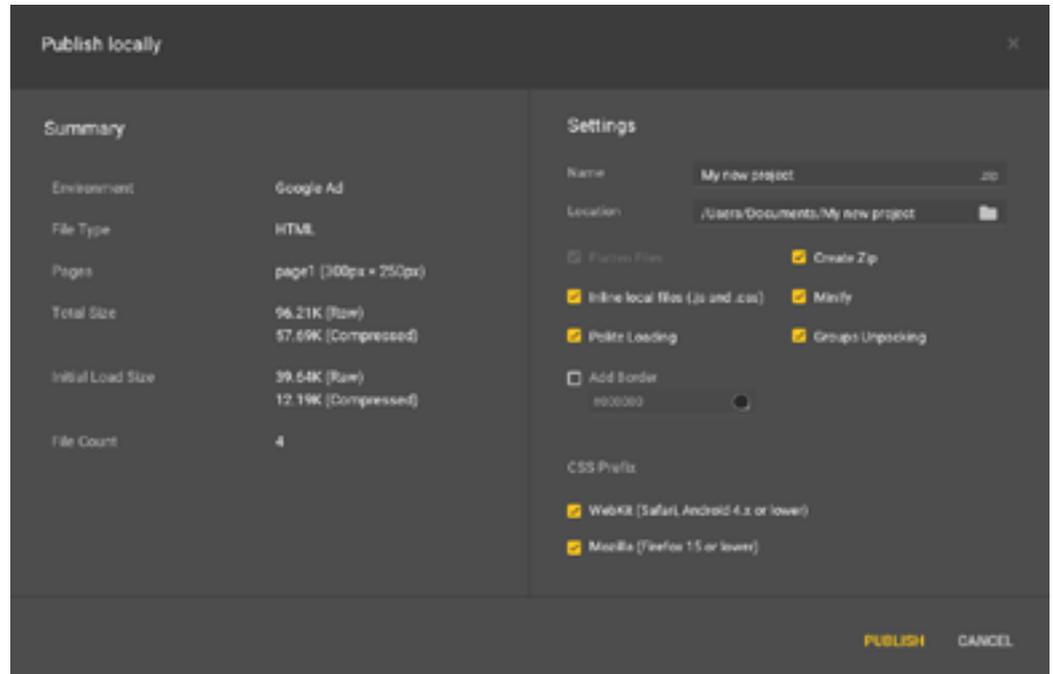
```
{font-family: "Alisal W01 Bold";}
```

Hit Enter. You should now see your web font being applied to the element inside Google Web Designer. Nice!

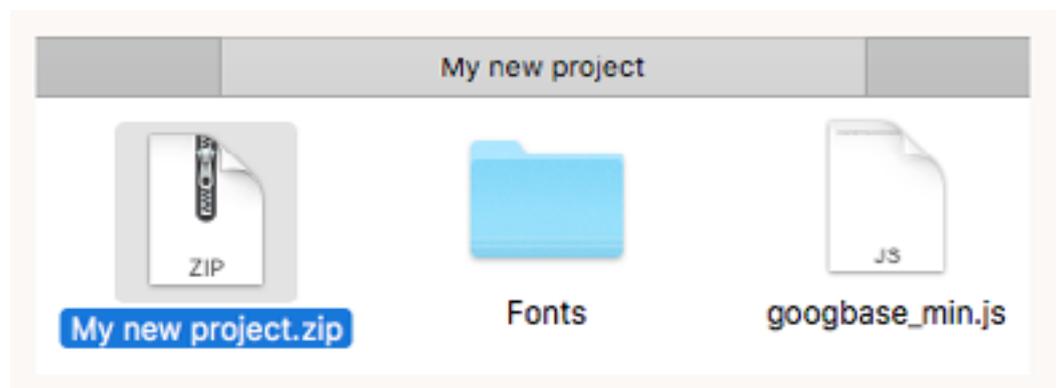


Step 2 – Publish

Now you are ready to publish your ad locally and get it ready to upload to your ad server. In Google Web Designer, go to File > Publish > Publish Locally. You will be presented with some publishing options, but we recommend you keep the default options selected.



Hit “Publish” in the bottom right corner and navigate to your Google Web Designer project folder. You should find a new “.zip” file containing your published ad. You are now ready to upload this zip file to your ad publishing service.



Step 3 – Finishing up

Upload your ad to your ad server and test as normal.

Troubleshooting

Help! I'm having trouble adding the font-family CSS property in Step 1.

We recommend that you try typing the entire font-family property manually, rather than using copy & paste.

If you're still having trouble check that there isn't already a font-family property on your element. If there is, edit that one instead of creating a new one.

I don't see a "Fonts" folder in my web font kit.

Your fonts might be located in a slightly different folder structure. Just be sure to copy them over in the same folder structure that they appear in your kit.

I don't see a "demo.htm" file in my web font kit.

The instructions, including your code snippet, may be located in another file. Check each of the files in your web font kit to locate them.

I've successfully applied my web font, but I don't see it in the "Font" dropdown panel.

As Google Web Designer doesn't directly integrate 3rd party fonts, it's likely your font won't appear alongside the existing fonts in the Font dropdown panel. For each element to which you would like to apply your font, just repeat the final step in Step 1.