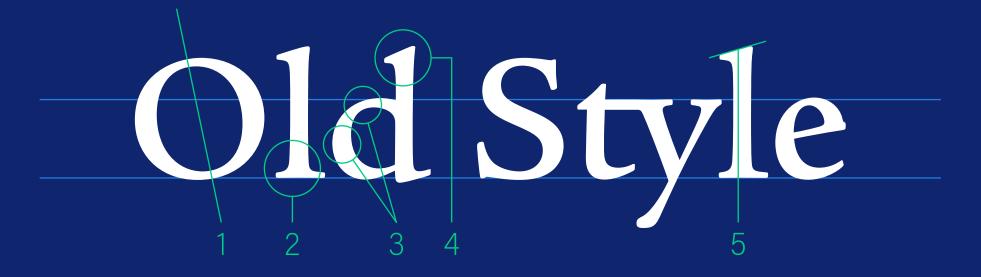
Classification of Typefaces

SERIF

Serif typefaces include a slight projection finishing off the strokes of its letterforms (called serifs).



Old style serifs generally include:

1). Diagonal stress (the thin parts are on the diagonal rather than horizontal or vertical axis); 2). Bracketed serifs (where there's a curve attaching the stem and head); 3). Minimal contrast; 4). Wedge-shaped serifs; 5). Angled heads serifs.

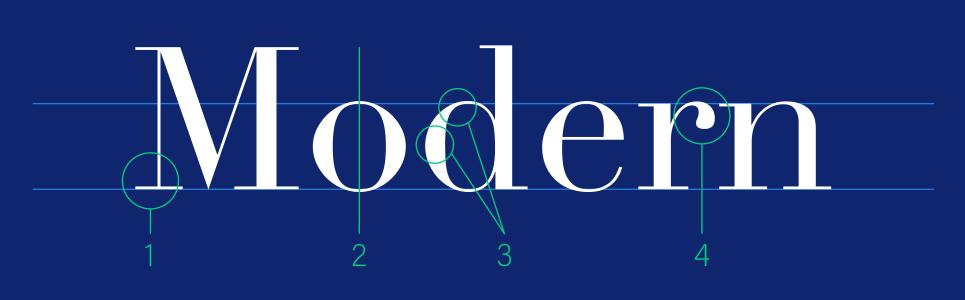
Examples: Adobe Jensen, Garamond, Goudy Old Style.



Transitional serifs generally include:

1). Usually vertical strokes; 2). Vertical stress; 3). More pronounced contrast than in Old Style designs; 4). Oblique and bracketed serifs.

Examples: Baskerville, Perpetua.



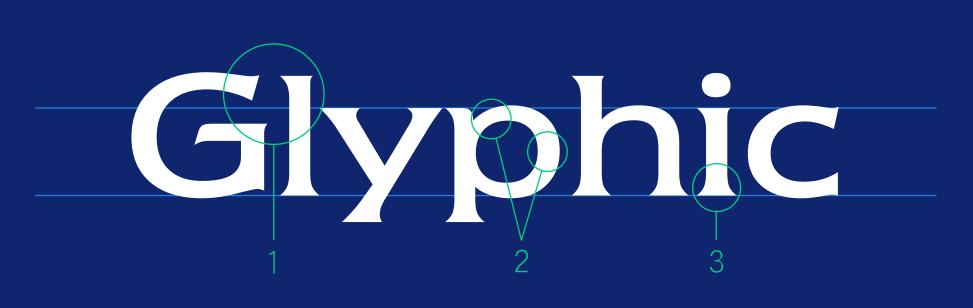
Modern serifs generally include:

1). Little or no bracketing on the serifs; 2). Vertical axis on curved strokes; 3). Dramatic contrast between thick and thin strokes; 4). Ball-shaped stroke terminals; *Examples: Didot, Bodoni*.



Slab serifs generally have:

1). Heavy serifs with very little or no bracketing; 2). Virtually no contrast in stroke weight. *Examples: Museo Slab, Rockwell, American Typewriter.*



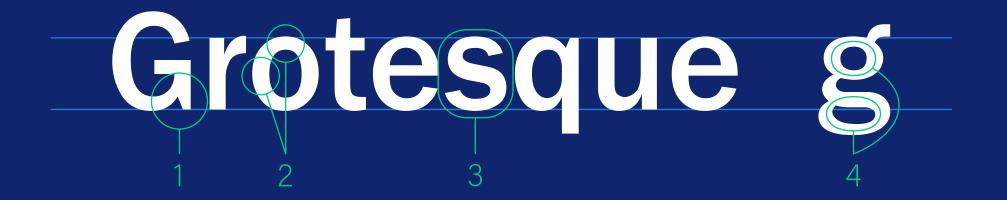
Glyphic serifs:

1). Emulate lapidary inscriptions rather than pen-drawn text; 2). Have minimal stroke weight contrast; 3). Use triangular serif shapes.

Examples: Albertus, Cartier Book, Newtext.

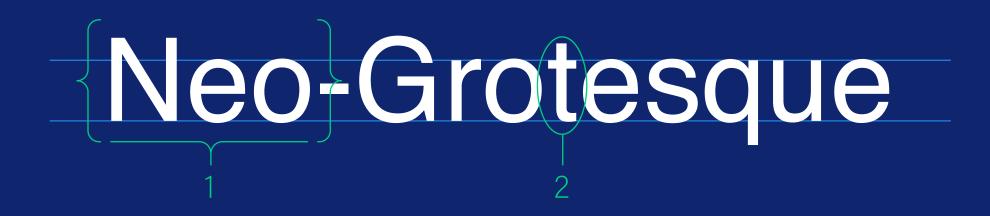
SANS SERIF

Sans serif typefaces do not include any projections at the end of the strokes of its letterforms.



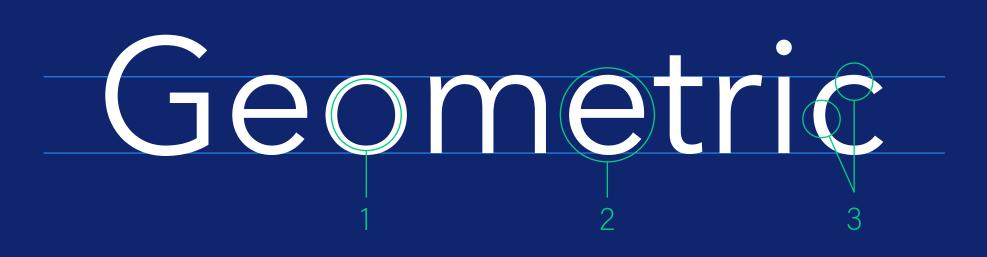
Grotesque sans serifs often include:

1). A spurred uppercase "G"; 2). Minimal contrast on the strokes. Older versions include: 3). Some of the curves were more square; 4). A double-story lowercase "g". *Examples: Franklin Gothic, News Gothic.*



Neo-Grotesque sans serif fonts are:

1). More legible; 2). Plainer; (Otherwise have similar features to the older Grotesques). *Examples: Helvetica, Arial, Univers.*



Geometric sans serifs:

1). Have round "O"s; 2). Are based on simple geometric shapes 3). Have no contrast

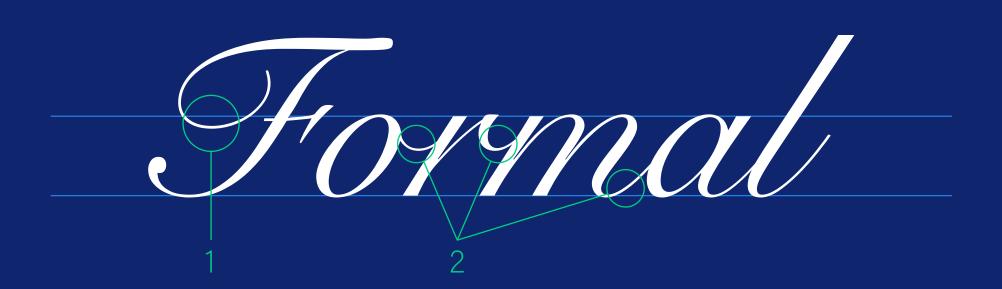


Humanistic sans serifs:

1). Are based on the proportions of Roman-style capitals; 2). Were created to be more legible; 3). Have more contrast than other sans serifs; 4). Have a calligraphic influence. *Examples: Gill Sans, Verdana, Lucida Grande*.

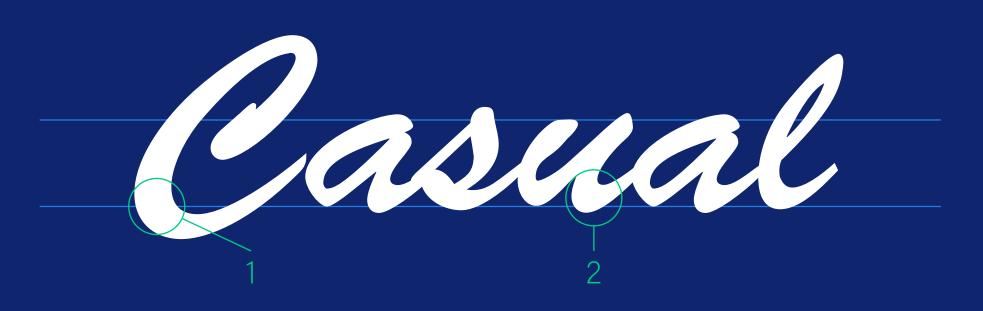
SCRIPT

Script typefaces are based on the fluid strokes of handwriting, and can range from formal to very casual. They're suitable for display use.



Formal scripts are characterized by:

1). Flowing loops and flourishes; 2). Letterforms that are generally connected. *Examples: Bickham Script, Snell Roundhand, Kuenstler Script.*



Casual scripts have:

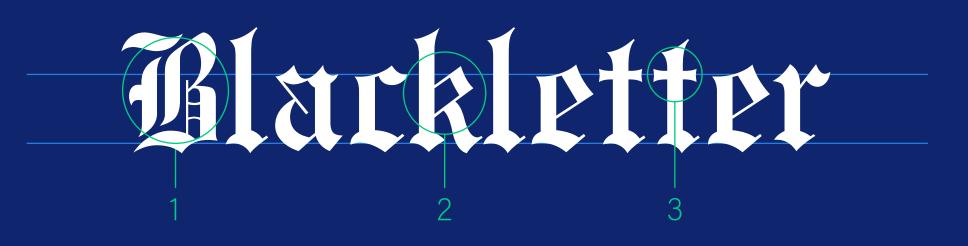
1). A brush-like appearance with stronger strokes; 2). Letterforms that are sometimes connected.

Examples: Brush Script, Bianca, Mahogany Script.



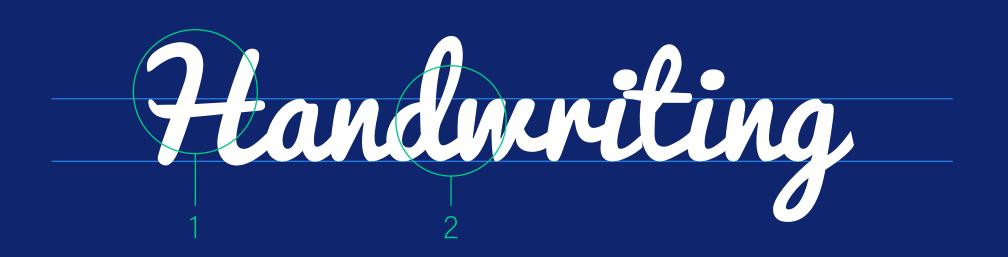
Calligraphic scripts:

1). Emulate hand-lettered calligraphy; 2). Generally have high contrast.



Blackletter scripts are:

1). Very formal; 2). Based on handwritten calligraphy; 3). Strong contrast on strokes *Examples: Goudy Text, Monmouth, Engravers Old English.*



Handwriting scripts:

1). Are casual; 2). Mimic modern handwriting. *Examples: Blog Script, Pacifico, Cedarville Cursive.*

MONOSPACED

Monospaced typefaces are non-proportional — every letter takes up the same amount of horizontal space on the page or screen. There are serif and sans serif varieties.

Examples: Courier New, Consolas, Source Code Pro.

Monospaced

DISPLAY

Display typefaces vary widely in their appearance, and include both practical and novelty fonts suitable for headlines and titles.

Examples: Broadway, Cooper Black, Curlz.

