

TYPE GUIDE

TYPEFACES - KNOWING THE DIFFERENCE

Sans Serif *gotham black*  
Serif *apple garamond*

Slab Serif *chunk five ex*

Script fonts *yaquote script*

Monospaced *courier*

DISPLAY *scary halloween font*

Blackletter *old english mt*

\*Not mentioned:  
Gaelic, Dingbats,  
non-western, and others.

COMMON STYLES

HELVETICA *condensed*  
HELVETICA *regular*  
HELVETICA *black*  
HELVETICA *italic*  
HELVETICA *bold italic*  
HELVETICA *bold*

WHAT'S IT SAYING? - CONVEYING THE RIGHT MESSAGE

Sans Serif *neutral*

Serif   *timeless*

Slab Serif  *confirmed*

Script fonts  *handwriting, casual*

Italic Sans-Serif  *let's go!*

Monospaced  *source code*

Italic Sans-Serif  *quote*

BLACK BOLD! *bold*

CONDENSED SANS-SERIF 

GEOMETRIC *retro*

Modern Serif  *glamour*

~~Comic Sans~~ *don't*

Rounded  *friendly*