

**YPOGR** 

**POGRAPI** 

**)GRAF** 

**POGR** 

**POGRAP** 

PGRA

'POGRA

**DGRAP** 

**DGRAF YPOGR** 

**POGRAPI** 

**)GRAF** 

**POGR** 

**POGRAP** 

PGRA

'POGRA

**DGRAP** 

**DGRAF** 

**YPOGR** 

**POGRAPI** 

**)GRAF** 

POGR

**POGRAP** 

PGRA

'POGRA

**DGRAP** 

**DGRAF** 

**YPOGR** 

**POGRAPI** 

**)GRAF** 

**POGR** 

**POGRAP** DORA

'POGRA

**DGRAP** 

**DGRAF** 

**YPOGR** 

**POGRAPI** 

**)GRAF** 

**POGR** 

**POGRAP** 

DORA

'POGRA

**DGRAP** 

**DGRAF** 

## **TYPEFACES - KNOWING THE DIFFERENCE**

## Sans Serif gotham black

Serif apple garamond

Slab Serif chunk five ex

Moňospacedcourier

DISPLAY scary halloween font

Blackletter old english mt

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

## **COMMON STYLES**

LVETICA

HELVETICA

HELVETICA bold italic HELVETICA

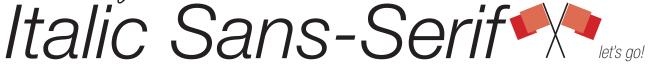
## WHAT'S IT SAYING? **CONVEYING THE RIGHT MESSAGE**

Serif

Serif

Slab Serif





Monospaced source code

Italic Sans-Serif & quote

BLACK BOLD!

CONDENSED SANS-SERIF



Modern Serif alamour



Rounded

