TYPFACES YOU CAN TRUST
By Dave Underwood

A new typeface is born every minute. Or at least it seems that way. Some new arrivals to the type world are brilliant, created by people who know and love type and are *very* good designers. But many new typfaces have been designed by "hobbyists," well-meaning folks who produce work that, quite frankly, will make *your* work look bad if you let it.

To be safe, use the standards in your design work. Yes, you can try that exotic new typeface that you've found for free online, but your project *may* end up looking awkward. If you want to avoid the guesswork, here are a handful of classic typefaces that will always look great. There are hundreds more, of course, but these could truly support the bulk of your design work for a lifetime.

SERIF TYPEFACES

Baskerville
Caslon
Times New Roman
Garamond
Hoefler Text
Century Schoolbook
Palatino

SANS SERIF TYPEFACES

Ariel
Century Gothic
Franklin Gothic Book
Futura
Gil Sans
Helvetica
Verdana

Typefaces for online delivery. While there are many typefaces that work beautifully on the web, these faces are relaible, readable, attractive, and readily available. As you improve your design skills and feel more comfortable working online, you *should* experiment. But for now, this collection should suit you well.

SERIF TYPEFACES FOR ONLINE DELIVERY

Bookman
Georgia
Cambria
Lucida

SAN SERIF TYPEFACES FOR ONLINE DELIVERY

Verdana
Tahoma
Trebuchet
Helvetica