

# SERIF vs. SANS

## THE FINAL BATTLE

### IN TYPOGRAPHY

Serifs are the small lines tailing from the edges of letters and symbols, separated into distinct units for a typewriter or typesetter

Check out my sweet serifs!



Sans-serif is a typeface that does not have the small projecting features called "serifs" at the end of strokes.

Modern, Minimal, Magnificent, I am Sans



#### Serif fonts are easier to read in printed works

This is because the serif make the individual letters more distinctive and easier for our brains to recognise quickly. Without the serif, the brain has to spend longer identifying the letter because the shape is less distinctive.

#### Sans serif fonts are better on the web

An important exception must be made for the web. Printed works generally have a resolution of at least 1,000 dots per inch; whereas, computer monitors are typically around 100 dots per inch.



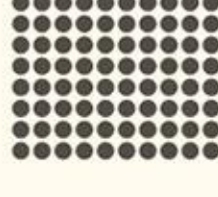
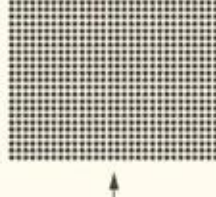
1000 DPI



300 DPI



100 DPI



Even Apple's much vaunted retina display is only around 300 dots per inch — much lower than print.

You are unreadable in print!



May I suggest a compromise?



You are unreadable on screen!



### CLASSIFICATION



Serifs are used to guide the horizontal "flow" of the eyes;

Serifs are used to increase contrast and spacing between different letters and improve identification

SERIF

Serifs are used to bind characters into cohesive 'word wholes'

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla consequat placerat molestie. Duis in metus consequat tellus vestibulum adipiscing. Vivamus mattis, tellus at posuere tincidunt, sem turpis porta nisl, rutrum volutpat purus metus ac erat. Fusce massa est, aliquam a egestas id.

Serifs are used for body text because it is more legible and less likely to cause fatigue



Two types of serif fonts:

ORGANIC

ADNATE

BLOCKY

ABRUPT

COPY

COPY

COPY

Sans serif is better at small sizes because the fonts survive reproduction and smearing because of their simple forms

SANS

Sans serif is typically used for **EMPHASIS**

Sans serif is better for children learning to read since the simplicity of the letter shapes makes them more recognisable



When sans-serif is blown up, the characters retain the general shapes.

Look who's up top! I win!



USE  
S E R I F  
IN NORMAL  
B O D Y C O P Y  
AND USE SANS  
FOR SMALL TEXT

Sure, but who is more versatile? Point Sans.



The Times British newspaper commissioned serif

Times Roman

in 1931 for readability



Serif fonts traditional in the earliest printed books for older readers have given way to 1982 sans-serif Arial on computer screens for younger viewers.

### EXAMPLES

#### Old style

(The Adobe Garamond typeface, an example of an old-style serif)

#### Grotesque

(The Franklin Gothic typeface (Grotesque))

#### Transitional

(The Times New Roman typeface, an example of a transitional serif)

#### Transitional

(The Helvetica typeface (Neo-grotesque))

#### Modern

(The Bodoni typeface, an example of a modern serif)

#### Humanist

(The Tahoma typeface (Humanist))

#### Slab Serif

(The Rockwell typeface, an example of a slab serif)

#### Geometric

(The Futura typeface (Geometric))

### WEB TYPEFACE USAGE

GEORGIA VERDANA ARIAL  
TIMES NEW ROMAN HELVETICA  
LUCIDA GRANDE OTHER

MOST POPULAR TYPEFACES

40% SERIF 60% SANS

HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque ante dolor, fringilla ac euismod et, hendrerit sed ipsum. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Curabitur tincidunt ligula eget ligula convallis a mollis nibh luctus. Vestibulum vehicula erat vel risus pretium eget ultrices elit aliquam. Praesent sem nisi, ornare sit amet auctor id, facilisis in enim. Maecenas libero neque, placerat vel ullamcorper vitae, congue vel purus. Pellentesque tortor diam, consequat cursus sollicitudin sodales, venenatis quis dui. Nulla feugiat, nisl quis vehicula ultrices, nulla risus scelerisque odio, sit amet condimentum justo lorem condimentum nibh. Maecenas id erat non orci congue iaculis. Duis nec justo lacus, nec iaculis metus. Nunc faucibus sapien id eros porttitor tincidunt. Proin euismod lacus nec tellus suscipit sit amet pellentesque sapien pharetra. Vestibulum justo tortor, dapibus in vestibulum quis, varius eget magna. In ullamcorper lorem eu diam fermentum quis luctus felis pretium. Donec eu auctor dui. Nullam faucibus pulvinar dolor vitae tempus. Suspendisse potenti. Nam id lectus dolor. Integer auctor, tortor eu fringilla bibendum, dolor felis varius neque, quis vulputate enim diam et enim. Nam et nisl nunc, sit amet tempor justo. Integer eget augue diam.

34% SERIF

66% SANS

### IN CONCLUSION

TYPE OF WORK



PRINT



WEB

SERIF!



SANS



THE BEST FONT CHOICES ARE ONES WHERE READERS DO NOT NOTICE THE FONT BUT THE MESSAGE

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