

SERIF

traditional, stable, practical, serious, mature, formal, scholarly, corporate, businesslike

	characteristic	stroke contrast	appearance
humanist old style	emulates calligraphy	mid	traditional classical
transitional	sharper serif than humanist	mid	strong stylish dynamic virtuosic
modern	thin, horizontal serif	high	structured clear elegant sharp
slab	heavy, boxy serif	very low	authoritative yet friendly bold assertive

SANS SERIF

contemporary, bold, clean, sleek, elegant

	characteristic	appearance
humanist	emulates calligraphy contrasting stroke	contemporary humane
transitional	upright, uniform characters strong stroke	unassuming modern
geometric	geometric shapes	strict objective

Links to more lists of fonts (clickable on PDF)

Serif: [Humanist](#) | [Transitional](#) | [Modern](#) | [Slab](#)

Sans: [Humanist](#) | [Transitional \(aka Grotesque\)](#) | [Geometric 1](#) | [Geometric 2](#)