CLASSIFICATIONS

http://ianobermuller.com/fontroduction.html

SERIF

Old Style	**The Quick Brown Fox** (Palatino)
Transitional	**The Quick Brown Fox** (Times)
Modern	The Quick Brown Fox (Didot)
Slab Serif	**The Quick Brown Fox** (Giza)

SAN SERIF (Univers)

MONOSPACED (ORATOR)

These fonts have fixed-width. Each letter takes the same amount of space regardless of character, i, w.

Old English or Blackletter (Shadowed Germanica)

GRUNGE (TURBO Ripped)

Scripts (Snell Roundhand)

DECORATIVE, NOVELTY OR DISPLAY

(Woggle)   (Viva Std)   (Rosewood Std)

(Dingbats or Symbols: Big Cheese)

CLASSIFICATION BREAKDOWN/ID

SERIFS: This classification breaks into sub categories according to serif structure.

MODERN SERIF

Extreme thick, think stroke. These fonts do not work well in body copy sizes, 8 to 10/12 pt. due to serif hairline quality.

didot (Dee-DOOH)

SLAB SERIF

Large square serifs. These fonts hold up well in all sizes. They demand attention – strong, bold.
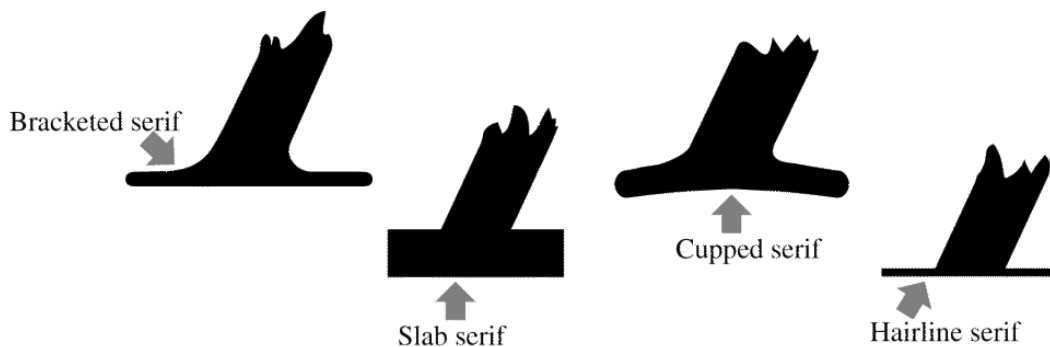
rockwell

OLDSTYLE

Very little contrast in thick, thin stroke quality. These fonts work very well in body copy sizes.

garamond

TRANSITIONAL

Hybrids, these fonts evolved from Oldstyle. The best pick for body copy, due to their large x-height.

times new roman

Bracketed serif

Slab serif

Cupped serif

Hairline serif

SOME CLASSIC SERIF FONTS:

Garamond, New Century Schoolbook, Georgia, Baskerville, Bodoni, Minion, Goudy, Times, Century, Palatino

SAN SERIFS: also break into sub categories according to form and stroke. For this class, a san serif, is a san serif. However, an important attribute you must observe and acknowledge is *HUMANIST san serifs, b/c these fonts have thick/thin qualities, special attention must be made when picking complement pairs.

at
optima
at
gill sans

*HUMANIST letterforms are closely connected to calligraphy and the movement of the hand.

gae
century gothic

The **GEOMETRIC** class of fonts has a stark minimalistic appearance. Distinguishing features include a constant line thickness (no weight). The characters are almost always made up from straight horizontal and vertical lines, and arcs that are very circular.

Helvetica (R)

Helvetica, designed by Max Miedinger in 1957, is one of the world's most widely used typefaces.
GROTESQUE, MODERNS, TRANSITIONAL, ANONYMOUS: SAN SERIF

SOME CLASSIC SAN SERIF FONTS:
Helvetica, Univers, Futura, Myriad, Century Gothic, Optima, Frutiger, Folio, Franklin Gothic, Gill Sans
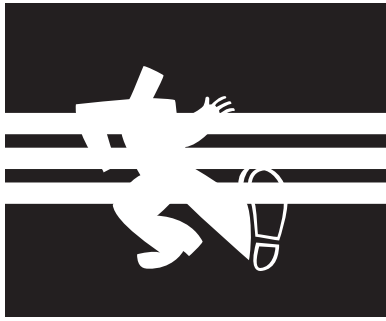
Digital Design & Typography

CONCORDANT~CONFLICT~CONTRAST

A typographic layout usually involves headers, subheads, body text, captions, etc. The relationships between all these text elements of a design will either be concordant, conflicting or contrasting.

• **A CONCORDANT RELATIONSHIP** occurs when you use only one font/font family. *Harmony is the instant result.*

• **A CONFLICTING RELATIONSHIP** happens when combining typefaces of similar, but not different enough structure/form. *Examples of conflict occur when you use 2 or more of the same classification together in any one design:*

conflicts in font characteristics }times

conflicts in font characteristics }palatino

conflicts in font characteristics }georgia

t t t
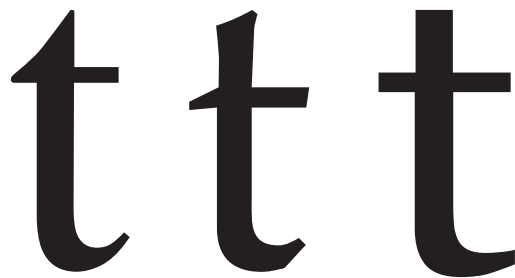
These character forms are in conflict with each other. This same principal applies to all classifications when combined together in one design.

• **A CONTRASTING RELATIONSHIP** occurs when 2 different type faces are combined that are distinctly different from each other. Boosting the contrast enhances the visibility and readability of your design. *The most common and aesthetically pleasing combinations are serif and san serif.*

concordant relationship

This design uses ONE font. There is NO font conflict. Using color, font weight, upper case, lower case (U/C L/C) This design is inviting and achieves typographic organization and principals of visual hierarchy.

conflicting relationships

AVOID using fonts from the same classifications

Bailey's Cafe

TWO SCRIPT FONTS

Bailey's Cafe

TWO SERIF FONTS

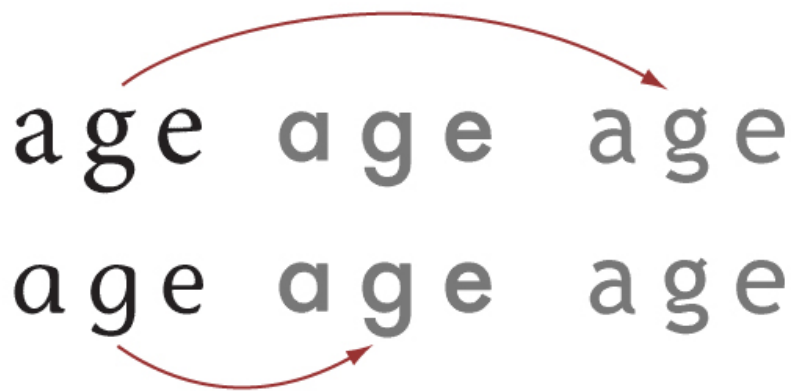**Bailey's Cafe**

TWO DECORATIVE FONTS

Bailey's Cafe

TWO SAN SERIF FONTS

contrasting relationship

Not a design breaker, but something to note when combing fonts. Look for similar letter forms. The best letters to try to match up are lower case "a," "g," and "e."

age age age

age age age

RADICAL CONTRAST :) BE BOLD

1. (serif and san serif) 2. (san serif and grunge) The best combos pair with a san serif.

RADICAL CONTRAST

RADICAL CONTRAST

LINKS:

http://www.smashingmagazine.com/2010/11/04/best-practices-of-combining-typefaces/

ADVANCED COMBINATIONS

http://www.typography.com/email/2010_03/index.htm