

## Didone

Bodoni 72 Book

Daughter 42 pt

Scotch Display Medium

Daughter 42 pt

Daughter Bodoni  
Scotch Display

- The bowl and shoulder of the letters, as well as vertical strokes have a thicker width than a horizontal stroke for example.

Character width differs

— Bodoni  
— Scotch Display

- ⋮ Straight, vertical axis

The loop of the g is wider than its counter

— Bodoni  
— Scotch Display

- ⋮ The bowl of the droops downwards, has more of a teardrop shape, due to a diagonal axis.

- Ball terminals

**My Conclusion:** Didone serif fonts are characterized by thinner lines that connect strokes (stems, shoulders and other curves) to each other. They are also characterized by their use of ball terminals. They have a softer, more elegant feel than other serif fonts.

## Neo Grotesque

Roboto Regular

Daughter 42 pt

Frutiger Lt Std 55 Roman

Daughter 42 pt

Daughter Roboto  
Frutiger Lt Std

- The bowl of the g is (visually) the same height as the x-height.

- Cap height is smaller than ascenders

Both fonts have a (visually) similar x-height

Strokes have a consistent width throughout

Both fonts have wider kerning (when compared to the serif fonts above).

**My Conclusion:** Neo Grotesque sans serif fonts are characterized by their consistent stroke widths and a kerning that gives an open and clean feel to the font. Neo Grotesque fonts have a very modern feel to them.

### Why does type classification matter?

Type classification groups together fonts based on similarities in a way that is useful. When choosing a typeface to work with, looking through the classifications of types can help you understand the situations in which using a specific kind of font would be useful or invoke a certain feeling or understanding. When designing a typeface, type classifications can help you better understand how type is perceived.