

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Baskerville is a serif typeface designed by John Baskerville of Birmingham, England in 1750s, and cut into metal by the hole puncher John Handy. Baskerville was classified as a transitional typeface. It designed to improve what is now known as the old-style typeface of the period, especially that of his most prominent contemporary, William Caslon.

Baskerville

*A **transitional** serif that comes between old-style and modern typefaces.*

Baskerville increased the contrast between thick and thin strokes, made the serifs sharper and more tapered, as well as moved the axis of the round letters to a more vertical position. The curved strokes are more rounded in shape, and the characters become more regular. The changes create greater consistency in size and form, influenced by the calligraphy Baskerville learned and taught in his youth.

The Baskerville typeface is still very popular in book design, and there are many modern revivals that often add features such as bold that did not exist in the Baskerville era.

Regular

Regular Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx
Yy Zz

Serifa was designed by Adrian Frutiger for the Bauer foundry in 1966. The letterforms are based on those of Frutiger's earlier sans serif design, Univers. Square, unbracketed serifs have been added, making this a slab serif typeface.

Serifa

An extremely legible and robust
slab-serif typeface.

Slab serif types are usually blocky and difficult to read in text, however Serifa has more humanistic forms that are highly readable for both text and display applications such as headlines, captions, or corporate logos. Serifa appeared most prominently in the Montgomery Ward logo from 1982 to 1992, and again in the revived online store. It was also used in campaign ads for Ross Perot's 1992 presidential campaign and graphics for various CBS news shows from 1982 to late 1987.

Thin

Thin Italic

Light

Light Italic

Regular

Regular Italic

Medium

Bold

Bold Italic

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx
Yy Zz

Eurostile is a geometric sans-serif typeface designed by Aldo Novarese in 1962. Eurostile added lowercase letters, a bold condensed variant, and an ultra narrow design he called Eurostile Compact, for a total of seven fonts.

Eurostile

A retro *lineale* geometric sans-serif typeface.

Eurostile is a popular typeface, particularly suitable for headings and signs. Its linear nature suggests modern architecture, with an appeal both technical and functional. The nice squarish shapes with their rounded corners evoke the appearance of television screens of the 1950s and 1960s. It is especially popular in science fiction artwork and media set or produced in the 1960s and 1970s, alongside other graphic design use. Eurostile had a near-monopoly on science fiction typefaces through the end of the 20th century.

Regular

Regular Oblique

Medium

Medium Italic

Bold

Bold Oblique

Heavy

Heavy Italic

Black

Black Italic

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Baskerville was classified as a transitional typeface. It designed to improve what is now known as the old-style typeface of the period, especially that of his most prominent contemporary, William Caslon.

Compared to the earlier designs in England, John Baskerville increased the contrast between thick and thin strokes, made the serifs sharper and more tapered, as well as moved the axis of the round letters to a more vertical position.

The curved strokes are more rounded in shape, and the characters become more regular. The changes created greater consistency in size and form, influenced by the calligraphy Baskerville learned and taught in his youth.

The Baskerville typeface is still very popular in book design, and there are many modern revivals that often add features such as bold that did not exist in the Baskerville era.

Regular

Italic

SemiBold

SemiBold

Italic

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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Thin

Thin Italic

Light

Light Italic

Regular

Regular Italic

Medium

Bold

Bold Italic

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Serifa

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Regular
Regular Oblique
Medium
Medium Italic
Bold
Bold Oblique
Heavy
Heavy Italic
Black
Black Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Eurostile

A retro *lineale geometric sans-serif* typeface.