



# Fonts

## CLASSIFICATION: SERIF

Serif fonts are as old as Roman alphabets; their origin is widely believed to have been insertion (and exit) points from stone carving. Serifs are classified into three categories: Old Style, Transitional and Modern.

The difference between them comes down to the shape of the serifs and the contrast in horizontal and vertical strokes. Serif fonts are widely used in body text because they are easier to read over long passages.

### *RECOMMENDED SERIF FAMILIES*

Athelas.....	4 variations
Baskerville .....	6
Bodoni 72 .....	4
Cambria.....	4
Adobe Caslon Pro .....	6
Century Schoolbook .....	4
Charter.....	6
Cochin.....	4
Constantia .....	4
Didot .....	3
Adobe Garamond Pro .....	4
Georgia Pro / Georgia Pro Condensed .....	20
Hoefler Text.....	4
Iowan Old Style.....	6
Lucida Bright .....	4
Marion.....	3
Minion Pro .....	10
PT Serif.....	4
<b>Superclarendon .....</b>	<b>8</b>
Times New Roman.....	4



# Fonts

## CLASSIFICATION: SANS SERIF

Sans serif fonts — literally, *without* serifs — date from the nineteenth Century, when advancements in printmaking made it possible to produce letters that were stripped of non-essential details. The terminals of sans serif fonts end sharply, their strokes are more uniform and their axis is straight up and down. Sans serif fonts are better used in shorter passages, as graphic text, and for display, though they are used for longer narrative text on some occasions, especially online and onscreen.

### RECOMMENDED SANS SERIF FAMILIES

Avenir Next .....	10
Avenir Next Condensed .....	12
Benton Sans .....	12
Benton Sans Condensed .....	12
Benton Sans Compressed .....	12
Benton Sans Extra Compressed .....	12
<b>DIN Alternate / DIN Condensed</b> .....	<b>2</b>
Franklin Gothic .....	4
<b>Futura</b> .....	<b>4</b>
Gill Sans .....	9
Helvetica Neue .....	14
Myriad Pro .....	10
News Gothic .....	3
<b>Poplar Std</b> .....	<b>1</b>
PT Sans .....	4
Seravek .....	10
Source Sans Pro .....	12
Trebuchet MS .....	4
Tw Cen MT .....	4
Verdana .....	4



# Fonts

## CLASSIFICATION: SLAB SERIF

Slab serifs combine the boldness and impact of a sans serif font with the designed terminals of a serif font. They originate around the time of the sans serif, and were initially heavily used in advertising as overly bolded variations of classic serif styles. Their serifs can be squared or rounded. They are best used today in small doses, as labels, for example.

### *RECOMMENDED SLAB SERIF FAMILIES*

American Typewriter.....	6
<b>Blackoak Std .....</b>	<b>1</b>
Rockwell .....	4
<b>Rockwell Extra Bold .....</b>	<b>1</b>
Salvo Serif Condensed.....	10
Salvo Serif Extra Condensed .....	10
Superclarendon .....	8



# Fonts

## CLASSIFICATION: MONOSPACE

A monospaced font, also called a fixed-width, or non-proportional font, is a font whose letters and characters each occupy the same amount of horizontal space. Some monospace fonts also fall into other classifications, but these fonts are best used to replicate typewriting or computer terminal text.

### *RECOMMENDED MONOSPACE FAMILIES*

Consolas.....	4
Courier New.....	4
Letter Gothic Std.....	4
Lucida Sans Typewriter.....	4
Menlo.....	4
OCR A Std.....	1
ORATOR STD.....	2
PT Mono.....	2
Source Code Pro.....	6



# Fonts

## CLASSIFICATION: DECORATIVE

Fonts that fall outside the other categories generally fall into this one – it's a catch-all for fonts that defy other classification. The category includes script fonts, illustrative fonts and those that are designed to resemble handwriting or other writing styles. They can be used in graphic design, but should be used very sparingly, and only in display.

### RECOMMENDED DECORATIVE FAMILIES

<b>Bauhaus 93</b> .....	1
Chalkboard SE .....	3
Chalkduster .....	1
<i>Edwardian Script ITC</i> .....	1
Kino MT .....	1
Luminari .....	1
<b>Matura MT Script Capitals</b> .....	1
Noteworthy (Light, Bold) .....	1
<i>Sign Painter</i> .....	1
<i>Snell Roundhand</i> .....	3
TRAJAN PRO 3 .....	2
Trattatello .....	1
<i>Zapfino</i> .....	1



# Fonts

WARNING! USE AT YOUR OWN RISK!\*

Every font has its admirers, and depending on the project, you can probably find a use for almost any font. But some fonts prove harder to use than others for a variety of reasons, and the fonts listed below, though widely available, are widely reviled. In J463 you aren't forbidden from using these, but be aware that each comes with a certain amount of baggage.

*Apple Chancery*

Comic Sans

**Cooper Black**

COPPERPLATE

**Hobo**

*Mistral*

LITHOS

Papyrus

Tekton

\*This list is entirely subjective.