

## **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

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6
4
4
6
4
6
4
4
3
4
.20
4
6
4
3
10
4
8
4

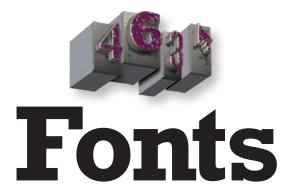


## **CLASSIFICATION: SANS SERIF**

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	
DIN Alternate / DIN Condensed	2
Franklin Gothic	
Futura	
Gill Sans	9
Helvetica Neue	14
Myriad Pro	
News Gothic	3
Poplar Std	1
PT Sans	
Seravek	10
Source Sans Pro	
Trebuchet MS	
Tw Cen MT	4
Verdana	



## **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
Blackoak Std	1
Rockwell	4
Rockwell Extra Bold	1
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 New4
Letter Gothic Std4
Lucida Sans Typewriter 4
Menlo 4
OCR A Std
ORATOR STD2
PT Mono
Source Code Pro



# Fonts

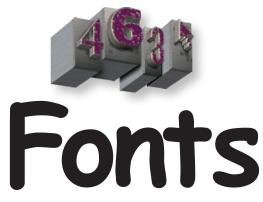
## CLASSIFICATION: DECORATIVE

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

Bauhau/ 93 I
Chalkboard SE
Chalkduster1
Edwardian Script ITC
Kino MT
Luminari1
Matura M7 Script Capitals1
Noteworthy (Light, Bold)
Sign Painter
Snell Roundhand
TRAJAN PRO 3
Trattatello1
Trattatello1 Zapfino



### 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

<sup>\*</sup>This list is entirely subjective.