Font Styles

Serif

Sans-serif

R for the Rest of Us

Monospaced

Monospaced

Script Blackletter

Monospaced

1. Usually better as short elements

2. Work well as numeric annotations

3. Often associated with digital age

Serif

1. Can convey elegance or a classic feel

2. Often work better as titles, subtitles, or annotations, but not as axis text

3. Work well in extended reading

Sans-serif

1. Many have a modern connotation

2. Work well for almost all elements

3. In charts, be sure to vary the styles if using only a sans-serif font

DISPLAY

text font

Swear display

Swear text

Forma display
Forma text