**A Glossary of Typography Terms**

**Typeface vs Font**

It’s quite important to understand the difference between a typeface and a font – often a misunderstanding that frustrates industry practitioners.

A typeface is a family of fonts (eg Helvetica Regular, Helvetica Italic), and a font is one weight or style within a typeface family, such as Helvetica Regular.

**Typeface vs Lettering**

A typeface is usually designed for anyone, anywhere, such as commercial business or online, whereas lettering is usually designed with one specific project in mind.

**Typeface classifications**

**Serif** typefaces are traditional, and distinguished by a short line or finishing stroke on the end of character strokes and stems.

**Sans-serif** doesn’t have any serifs. These typefaces became popular in the nineteenth century and are therefore considered modern.

**Geometric sans serifs** are constructed of straight, mono linear lines and circular or square shapes. They make for great headings but not so wonderful for long bodies of text.

**Grotesque sans serifs** are a family of 19th century sans serif typefaces. Their shape and proportions are usually uniform, with low stroke contrast. Round shapes are more oval than circular, and the x-height is usually large. Grotesque sans serifs are great for paragraphs.

**Script** typefaces mimic the look of handwriting