typography

kerning style typeface

technique arranging

letters art type size

leading

tracking numbers

line length font symbols

type

Type Classification

Tt
Serif

Tt
Sans-serif

Typeface vs. Font

Typeface

The design of the characters.

Font

The specific style and size of that design

Typeface vs. Font

Typeface

Arial

Font

42px bold is the font

This text typeface is Arial and font is 42px bold

Typeface vs. Font

Typeface

Roboto

Font

50px Regular is the font

This text typeface is Roboto and the font is 42px Regular

Message

Serious: Serif fonts like Garamond or Caslon.

Here is an example preview of Garamond

Playful: Sans-serif fonts like Open Sans or Raleway.

Here is an example preview of Raleway

Message

Modern: Geometric or minimalist sans-serif fonts like Roboto or Helvetica.

Here is an example preview of Roboto

Traditional: Serif font with classic serifs like Times New Roman or Book Antiqua.

Here is an example preview of Times New Roman

Message

Luxury: Elegant serif fonts like Playfair Display or Bodoni.

Here is an example preview of Bodoni

Casual: Hand-written or script fonts like Pacifico or Lobster Two.

Here is an example preview of Pacifico

Emotions

Calm vs. Energetic

Calm: Serifs evoke calmness and sophistication.

Energetic: Sans-serif fonts feel more energetic and modern.

Fun vs. Serious

Fun: Script fonts are associated with fun and whimsy.

Serious: Bold sans-serif fonts convey seriousness and confidence.

Formal vs. Informal

Informal: Script and display fonts are typically used for titles and headings.

Formal: Serif and sans-serif fonts are more suitable for body text and formal settings.

Prioritizing Readability

Sans-serif fonts are often preferred for digital content due to their clarity and ease of reading on screens.