$\begin{array}{ll} \textbf{Scalar} & \text{serif font, non-bold} \\ a, \alpha, \gamma, x, \xi, y, z \end{array}$

Vector serif, bold $a = a_i, \alpha, \gamma, x, \xi, y, z, \dots$

 $\begin{aligned} \mathbf{Matrix} & \text{ serif font, bold, (uppercase)} \\ \boldsymbol{a} &= a_{ij}, \boldsymbol{A} = A_{ij}, \boldsymbol{\gamma}, \boldsymbol{\Gamma}, \boldsymbol{x}, \boldsymbol{X}, \boldsymbol{\xi}, \boldsymbol{\Xi}, \boldsymbol{y}, \boldsymbol{Y}, \boldsymbol{z}, \boldsymbol{Z}, \dots \end{aligned}$

Tensor sans-serif font, bold, uppercase $\mathbf{A} = A_{ijk}, \mathbf{X}, \mathbf{Y}, \mathbf{Z}, \dots$

Random variable/vector serif font, non-bold, uppercase $A = A_i, X, Y, Z, ...$

 \mathbf{Sets} using mathbb command $\mathbb{C},\mathbb{R},\mathbb{N},\mathbb{Z},\dots$