Serif and Sans-Serif

Serif and Sans-Serif are arguably the most popular font families in the world. What do they look like? How exactly do these font families differ? Let's answer these questions in this lesson.

(i) sans serif

(ii) serif

Serif

The most common serif font is 'Times Roman'. I'm pretty sure you've seen it around.

Serifs are recognized for having small decorative lines added as embellishment.

A serif itself is a **small line attached to the end of a stroke in a letter or symbol.**

Now you know where the name "Serif" came from!

Best Use: On-screen, they look best on big, bold headlines. In print, they are very readable on print bold copy.

Sans-serif

Sans-serif is French for "without serif". These are **fonts without the decorative small line** at the end of their letter/symbol strokes.

The most common typeface in this category is Helvetica.

Best Use: On-screen, these are very readable! In print, best used for headlines and quick bits of texts such as sidebars.