

Serif or Modern Fonts

The serif, or cross-line at the end of a stroke, probably dates from early Rome. Father Edward Catich proposed in his seminal work, *The Origin of the Serif*, that the serif is an artifact of brushing letters onto stone before cutting them. Serif, or roman, types are useful in text because the serifs help distinguish individual letters and lead the eye along a line of type. Serif typefaces fall into four main categories: Venetian, Galde (or Oldstyle), Transitional, and Didone (or Modern).

Examples:

Baskerville Old Face

Batang

Bell MT

Book Antiqua

Bookman

Bookman Oldstyle

Calisto MT

Centaur

Century

Century Schoolbook

Charter

Charter Bd BT

Galliard BT

Garamond

Georgia

Goudy Old Style

Korinna BT

Lucida Bright

Lucida Fax

Modern No. 20

New Century Schoolbook

Onyx

Palatino

Perpetua

PERPETUA TITLING MT

SimSun

Times

Times New Roman

Slab Serif

The Industrial Revolution of the early 19th century encouraged the development of very bold printing types that could be used for a new vehicle of communication: advertising. Posters, flyers, and broadsides competed for attention. They were often created using slab typefaces, which, with their strong, square finishing strokes, proved extremely effective for commanding the reader's attention.

Examples:

Caslon 224 Black

Cheltenham

Cheltenham Ultra

COPPERPLATE GOTHIC

Dutch801 XBd BT

PosterBondoni BT

Rockwell

Rockwell Condensed

Rockwell Extra Bold

Monospaced and Typewriter Fonts

Also known as fixed –pitched, monospaced or typewriter fonts were popularized by the invention of the typewriter, which required all characters to use the same width. In fact, many monospaced designs aim to capture the familiar informality of the typewriter text. They can be especially useful wherever it helps to have the letters align vertically, such as in some computer code listings.

Examples:

Andale Mono

Courier

Courier New

Lucida Sans

Lucida Sans Typewriter

Lucida Sans Unicode

Lucida Console

OCR A Extended

Sans Serif

Though the first sans serif (without serif) typeface was issued in 1816, another hundred years passed before this style gained popularity. Then, in the 1920's, when typography was heavily influenced by the "less is more" philosophy of Germany's Bauhaus School of Design, designers began creating typefaces without serifs. Ornamentation almost vanished. These typefaces are highly legible as display types and may also be used successfully in text. They generally fall into one of four categories: Grotesque, Neo Grotesque, Geometric, and Humanist.

Examples:

Abadi MT Condensed Light

Arial

Arial Black

Arial Narrow

Arial Rounded MT Bold

Arial Unicode MS

AvantGarde

Century Gothic

Franklin Gothic Book

Franklin Gothic Demi

Franklin Gothic Demi Cond

Franklin Gothic Heavy

Franklin Gothic Medium

Franklin Gothic Medium Cond

FrnkGothITC Bk BT

Futura BK

Futura Md BT

Gill Sans

Gill Sans MT Condensed

Gill Sans MT Ext Condensed

Gill Sans Ultra Bold

Gill Sans Ultra Bold Condensed

Helvetica

Helvetica Narrow

Impact

News Gothic MT

Trebuchet MS

Tw Cen MT

Tw Cen MT Condensed

Tw cen MT Condensed Ex Bold

Veranda

ZapfHumnst BT

ZapfHumnst DmBT

Script and Hand-Settered

Since a Parisian printer created the first one in 1643, script typefaces have become as numerous as the handwriting instruments—brush, broad-edged pen, and pointed pen—that they were designed to imitate. Script typefaces often mimic handwriting techniques by joining letters with connecting lines. The variety of these freeform typefaces makes them appropriate for anything from casual grocery store advertisements to formal wedding invitations.

Examples:

Blackadder ITC

Bradley Hand ITC

Brush Script MT

French Script

Kaufmann Bd Bt

Kaufman Bt

Kunstler Script

Lucida Handwriting

Matura Mt Script

Palace Script

Script Mt Bold

Viner Hand

Vivaldi

Vladimir Script

DECORATIVE, LOGO AND DISPLAY FONTS

While typefaces in this group incorporate elements from many different styles, they all have one thing in common: they are most effective when used at large sizes for display purposes, such as headlines and titles or to create a logo.

Examples:

ALGERIAN

Bauhaus 93

Bernard Mt Condensed

BinnerD

Britannic Bold

Broadway

Chiller

Carlz MT

Elephant

Forte

Harlow Solid Italic

Harrington

Informal Roman

Jokerman

Maatisse ITC

Playbill

Rage Italic

Snap ITC

STENCIL

Wide Latin