

Typography Types and Styles

Types of fonts

Serif- fonts with extending lines or finishing strokes, sometimes called “feet,” at the end of main strokes of text.

ex.

Baskerville
Century Schoolbook
Garamond
Georgia
Goudy Old Style
Palatino Linotype
Times New Roman

San Serif- fonts without extending lines or finishing strokes, or “feet,” at the end of main strokes of text.

ex.

Arial
Calibri
Century Gothic
Helvetica
Myriad Pro
Lucida Sans
Tahoma


Script- fonts that resemble handwritten or cursive text.

ex.

Brush Script
Edwardian
Freebooter Script
Mistral

Decorative- fonts that are graphically enhanced, or contain extreme features. Usually used for visual impact.

ex.

Bauhaus
Chalkduster
Curly Mt

Playbill
STENCIL

Font styles

Font styles- the different types of formatting available for type.

medium/ roman/ regular:
standard choices for fonts with no formatting.

ex.

Arial
Times New Roman

oblique/ italic- a form of type that slants slightly to the right.

ex.

Helvetica
Monotype Corsiva

bold- type with a strong or vivid appearance used to show emphasis.

ex.

Cooper Black
Gill Sans Ultra Bold

condensed- font where the characters are tightly spaced, more narrow to each other than standard fonts.

ex.

Futura Condensed Medium
Nueva Std Condensed

light- a font that is thinner or has less definition than standard fonts.

ex.

American Typewriter
Calibri