

-A QUICK & COMPREHENSIVE- TYPE GUIDE

TYPEFACES

knowing the difference

A
SANS-SERIF S

A
SERIF S

A
SLAB-SERIF S

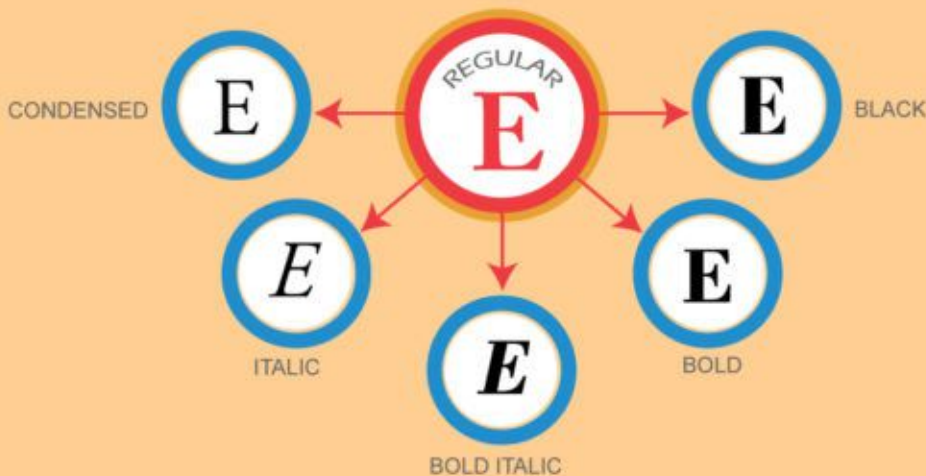
A
SCRIPT FONTS

A
MONOSPACED

A
DISPLAY FONTS

Not mentioned are **Blackletters Gaelic Dingbats Non-Western** and many others.

COMMON STYLES



PROTIP #1

The quick
BROWN FOX
JUMPS OVER THE LAZY DOG®

A **PANGRAM** is a sentence using every letter of the alphabet at least once.

a
LETTERS

8
NUMERALS

Typefaces can contain a myriad of different symbols

!
PUNCTUATION

♥
ICONS

TYPE ANATOMY



PROTIP #2

95% of graphic design is typography. Treat it well!



DEAL WITH IT!

WHAT'S IT SAYING?

Conveying the right message.



SANS-SERIF Neutral

Arial



SERIF TIMELESS

Baskerville Old Face



SCRIPT/HANDWRITING

Scriptina



ITALIC SANS-SERIF

Adobe Garamond Pro

Let's Go



ITALIC SERIF

Courier New

"QUOTE"



SCRIPT

Segoe Script

Elegant



SLAB-SERIF

Adobe Garamond Pro

CONFIRMED



ITALIC SERIF

Courier New

BOLD!



CONDENSED SANS-SERIF

Adobe Garamond Pro

AUTHORITY



COURIER NEW

Courier New

GLAMOUR



GEOMETRIC, ART DECO

Bebas Neue

RETRO



ROUNDED

user friendly

ATO Salutino



MONOSPACE

Abraham Lincoln

SOURCE CODE



FAUX PAS

oh god please

comic sans don't