

oe H Humanist

Classification: **Humanist or Venetian** *serif*

Typeface: **Jenson**

Characteristics:

Strong roots in calligraphy. Always has serifs. The serifs on the lowercase letters still appear to be inspired by the hand and are heavily bracketed.

Strokes have little transition from thick to thin. Small x-height. Diagonal stress.

Oldstyle



Classification: Oldstyle *serif*

Typeface: Garamond

Characteristics:

Wedge shaped serifs. The serifs on the lowercase letters slant and are bracketed. Strokes make a gentle transition from thick to thin. Diagonal stress.

Transitional

Classification: Transitional *serif*

Typeface: Baskerville

Characteristics:

Sharper serifs and a more vertical stress than oldstyle letters.

Higher thick/thin contrast in stroke weight.

Bodoni

Classification: Modern *serif*

Typeface: Bodoni

Characteristics:

Strong thick/thin contrast. Serifs that are horizontal and very thin, with little or no bracketing. Vertical stress.

Clarendon

Classification: **Slab-Serif or Egyptian**

Typeface: **Clarendon**

Characteristics:

Serifs have a less wide stance, but are thick. The serifs are traditionally unbracketed, but not always. Strokes make a gentle transition from thick to thin. Vertical stress. Larger x-height.

Rockwell

Classification: **Slab-Serif** or **Egyptian**

Typeface: **Rockwell**

Characteristics:

Serifs have a less wide stance, but are thick. The serifs are traditionally unbracketed, but not always. Strokes make less of a transition from thick to thin. Vertical stress. Larger x-height.

Optima

Classification: **Humanist** *Sans-Serif*

Typeface: **Optima**

Characteristics:

Without serifs, but with slightly flared terminals.

Calligraphic variations in line weight. Vertical stress.

Helvetica

Classification: Transitional Sans-Serif

Typeface: Helvetica

Characteristics:

Without serifs. Simpler forms.

Strokes have very little transition from thick to thin.

Large x-heights. Upright, uniform.

o Futura

Classification: **Geometric Sans-Serif**

Typeface: **Futura**

Characteristics:

Without serifs. Simple Geometric forms.

Strokes have very little transition from thick to thin.

Large x-heights.

Script

Pixel

DECORATIVE