Type Families

A Breakdown

Classifications

- Typefaces are classified into different families or categories, based on their anatomy traits.
- This series of slides of slide will focus on the two main categories and introduce you to some of the others.
- The two main typeface families are Serif and Sans Serif.
- Other categories include Script, Monospaced, and Display.
- Let's look at some further info...

- Serif refers to the "little feet" at the ends of typefaces that taper of at the ends.

- Common serif typefaces include Times New Roman, Georgia, and Garamond.

- Novels and other printed texts use Serif fonts as they help to create distinctiveness between letters in longer blocks of text.
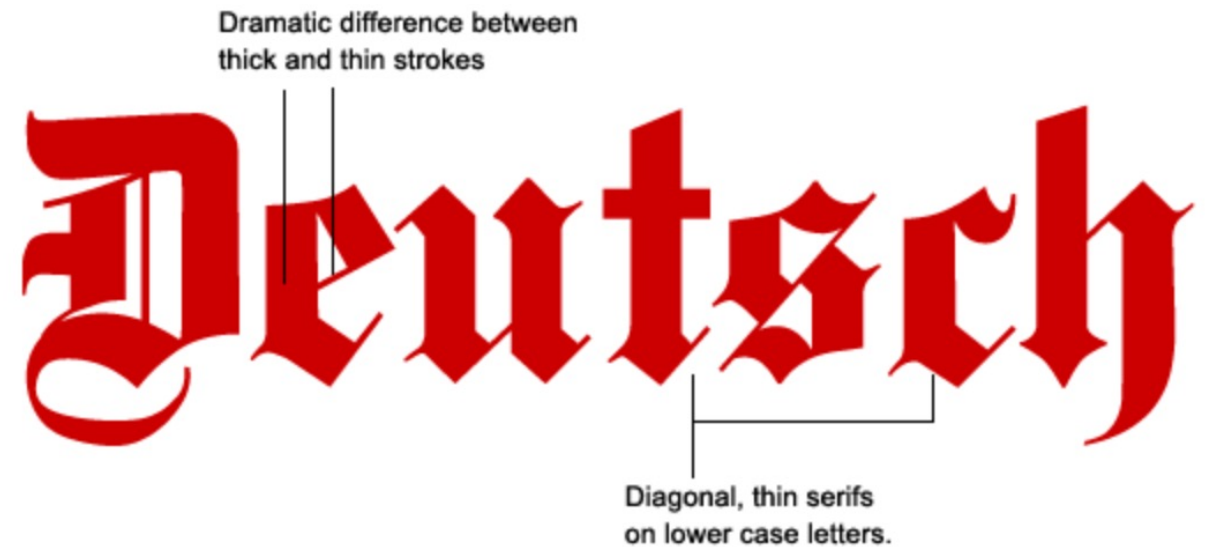
Serif

- From the French word "without", Sans Serif refers to the removal of the ends of traditional Serif typefaces.

- Common sans serif typefaces include Arial, Verdana, and Futura.

- Often you will see Sans Serif fonts on blogs, websites, or other digital platforms as it creates a modern feel and is looks good at lower resolutions.

Sans Serif

- Blackletter typefaces are known for their dramatic appearance, thick and thin lines, and elaborate serifs.

- This typefaces comes from manuscript writing and the earliest printing presses during the 1500s.

- This style is still used today, but it's not as popular as it was during its introduction.

Dramatic difference between thick and thin strokes

Deutsch

Diagonal, thin serifs on lower case letters.

- Script typefaces mimic the smooth, continuous handwriting styles of humans.

- Script is broken up into two sub-families - formal and casual.

AaBbGgQqRrSs123

AaBbGgQqRrSs123

Script Font

- Decorative, non letterform Glyphs used for various decorative purposes.
- Common Dingbat fonts are Zapf, Dingbats and Wingdings.

- Digital typography has allowed designers to create all manner of bizarre, but oddly good-looking fonts.
- These can range from useful to useless, from copying a movie title font, to borrowing the style of Graffiti artists.