

# Type Classification and Anatomy

Caslon is serif.

Arial is sans-serif.

# SERIFS

Old Style | Transitional | Modern | Slab Serif | Sans Serif

Baskerville	Georgia
Big Caslon	Goudy Oldstyle
Century	Adobe Jensen
Cochin	Modern No. 20
Courier	Palatino
Didot	Times New Roman
Garamond	Warnock Pro

# Old Style

-Garamond

-Minion

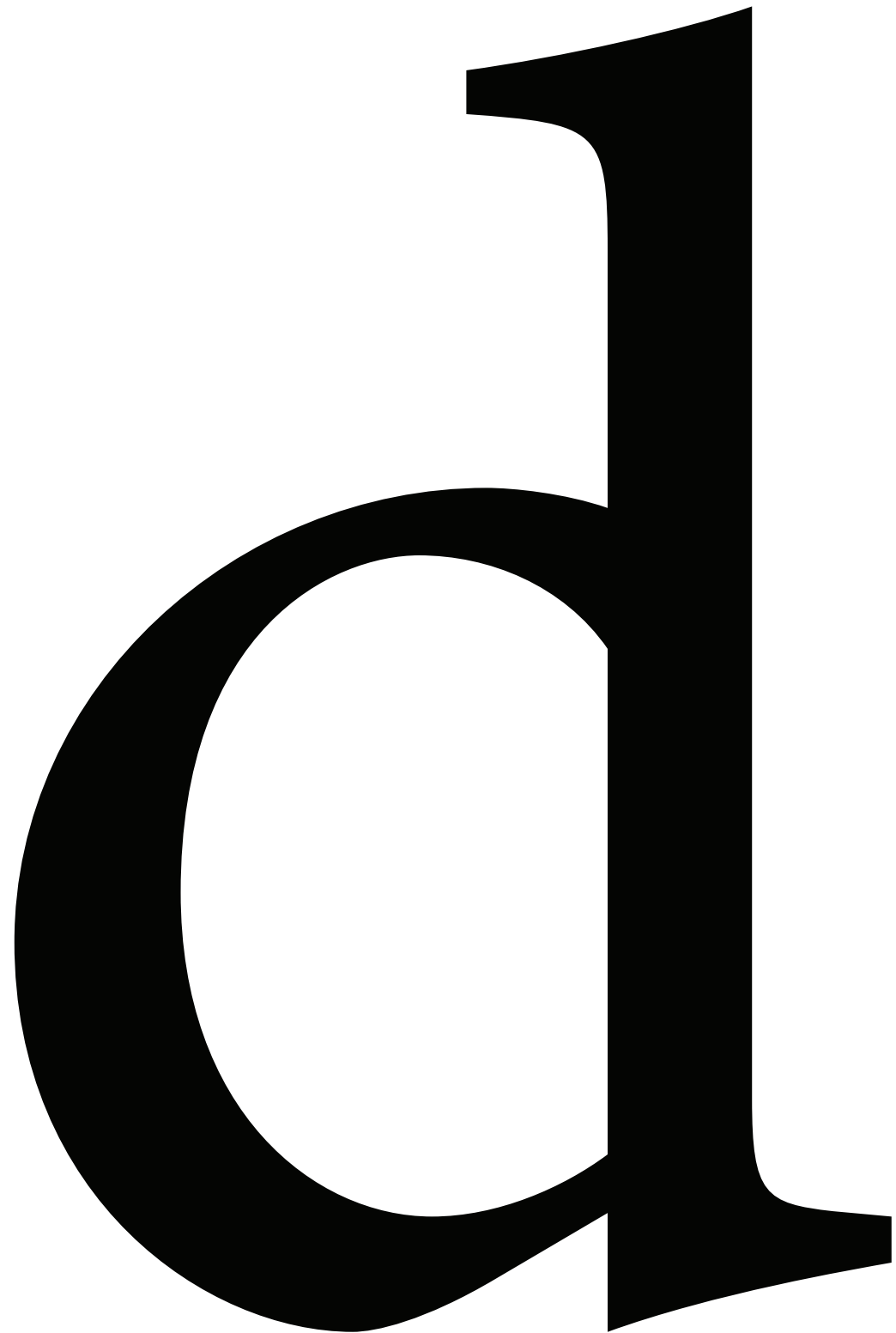
-Caslon

-Palatino

\*These faces date back to 1465 and are reminiscent of the humanist calligraphy

\*stress is at an angle

\*large brackets



Transitional

-Baskerville

-Times New Roman

-Georgia



\*in between Old and Modern styles

\*stress is more vertical

\*more difference in stroke width

\*less pronounced stress

Modern

-Didot

-Bodoni

\*extreme thick/thin contrast

\*unbracketed serif



# Egyptian/Slab/Square Serif

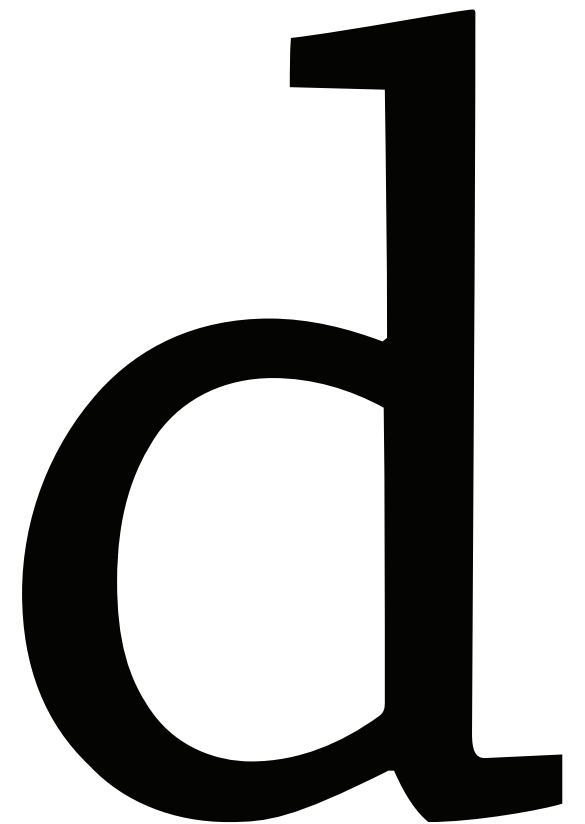
-Chapparral Pro

-Courier

-American Type-  
writer

\*thick square serifs

\*litte or no bracketing





SERIFS

l l l l l

l l l l l

Unbracketed

modern serif

egyptian/slab  
serif



Bracketed

transitional

old style



**SLAB SERIF**



American Typewriter

ITC Lubalin Graph

Memphis

Rockwell

Serifa

Stymie

Vitesse

**SANS SERIF**

Century Gothic

Eurostile

**Franklin Gothic**

**Futura**

Gill Sans

Helvetica

Interstate

**Kabel**

Myriad

News Gothic

Optima

Skia

**Stone Sans**

Verdana



Other Classifications:  
Blackletter or Fraktur

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Wilhelm Klingspooer Bottisch

Wittenberger Fraktur

**Fette Fraktur**

**juicy!**

Other Classifications:  
Script

*Edwardian Script*

*Snell Roundhand*

*Dorchester Script*

Other Classifications:  
Decorative or Display

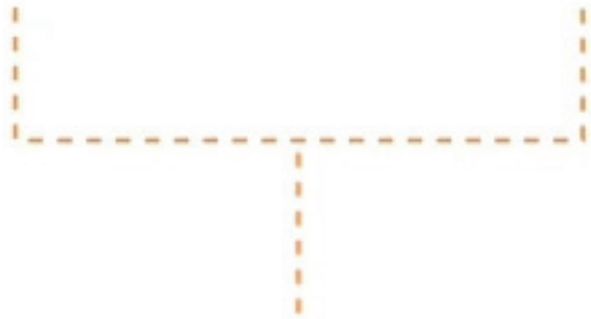
BENTHEM

**Hobo**

**Krungthep**

# Type Families

***Helvetica Neue Heavy Extended Oblique***



Name



Weight



Width



Slope

## One Large Family

Helvetica Neue Thin Condensed

Helvetica Neue Ultra Light Condensed

Helvetica Light Condensed

Helvetica Neue Condensed

Helvetica Neue Medium Condensed

**Helvetica Neue Bold Condensed**

**Helvetica Neue Heavy Condensed**

**Helvetica Neue Black Condensed**

**Helvetica Neue Extra Black Condensed**



TRAJAN

TRAJAN

BOLD

Univers UNIVERS

Univers UNIVERS

**Univers UNIVERS**

Univers UNIVERS

*Univers UNIVERS*

Univers UNIVERS

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## **WEIGHT**

Chronicle Display Extra Light

Chronicle Display Roman

Chronicle Display Semibold

Chronicle Display Bold

Chronicle Display Black

# **WIDTH**

Univers Ultra Condensed

Univers Condensed

Univers Roman

**Univers Extended**



**SLOPE**

*(OBLIQUE)*

*Univers Light Condensed Oblique*

*Univers Condensed Oblique*

*Univers Oblique*

***Univers Extended Oblique***

**g g**

**SLOPE**

*(ITALIC)*

*Chronicle Deck Italic*

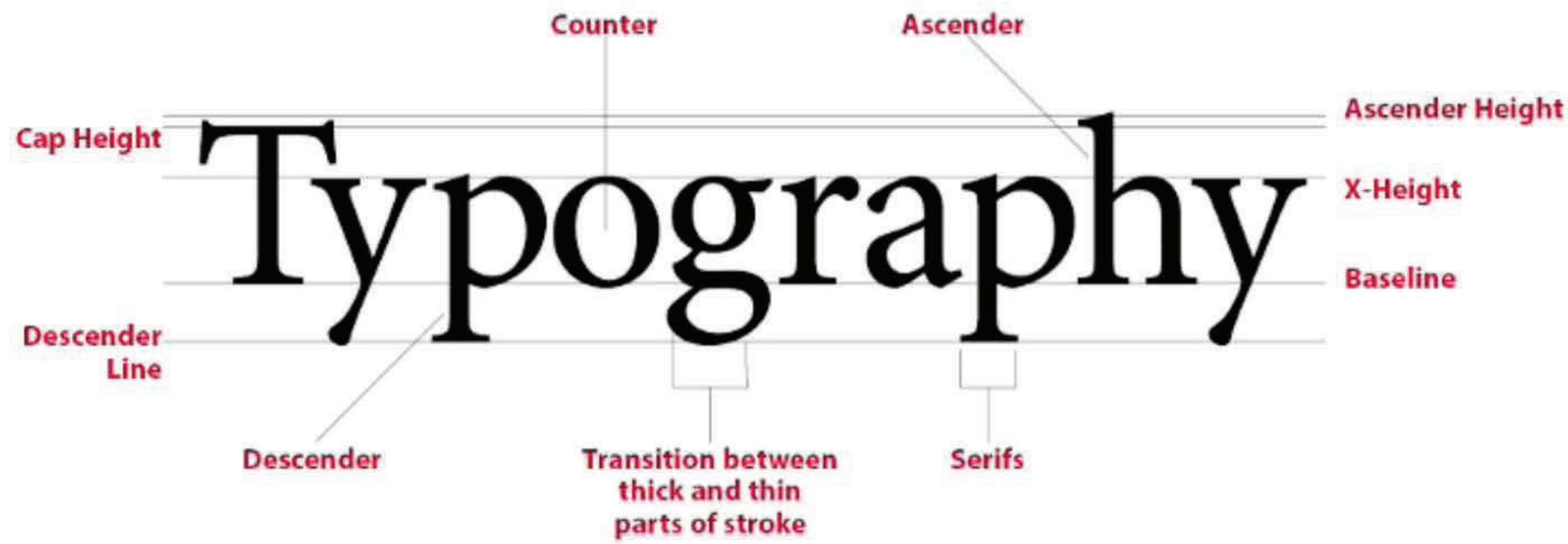
*Chronicle Deck Condensed Italic*

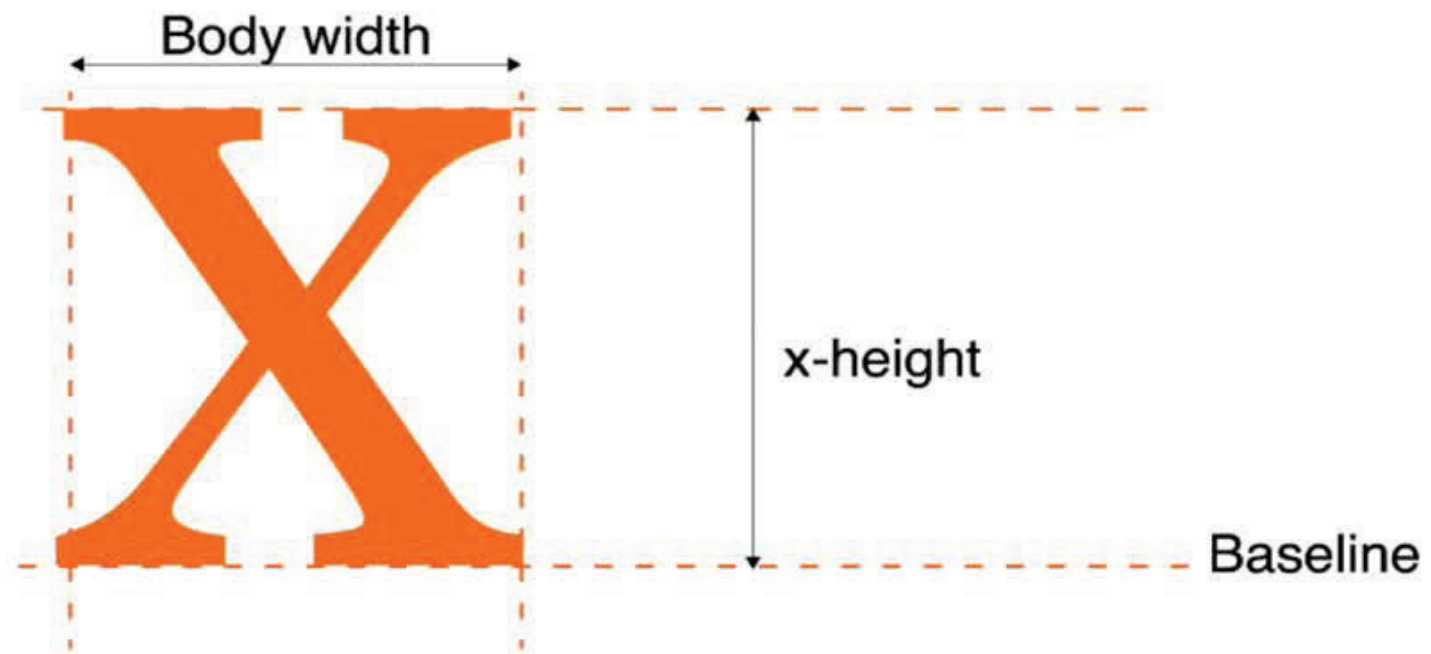
*Chronicle Display Compressed Italic*

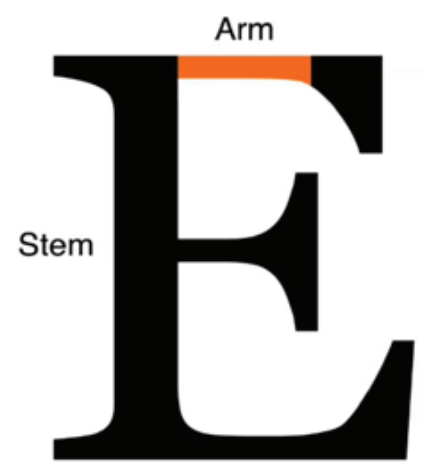
*Chronicle Display Condensed Italic*

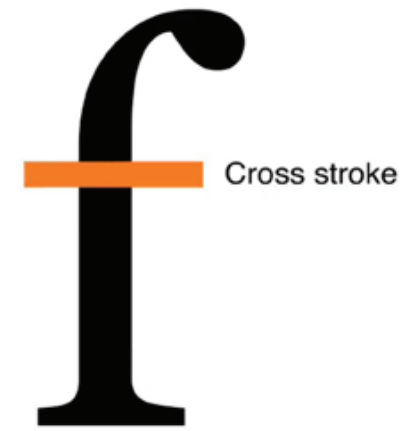
*Chronicle Display Italic*

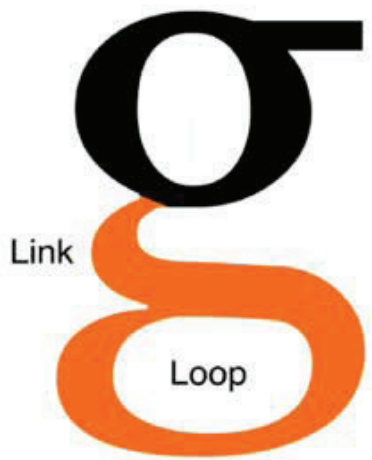
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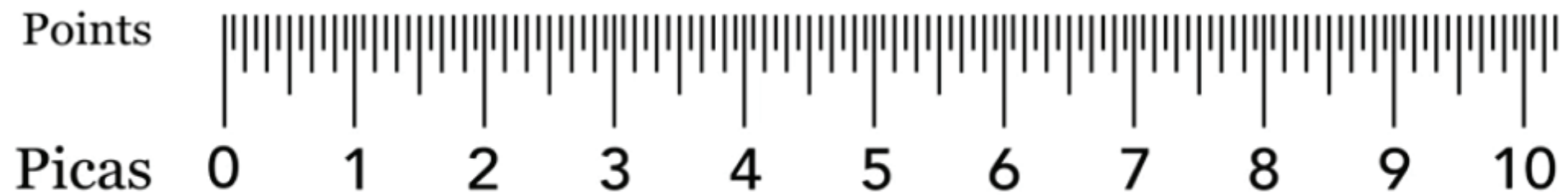
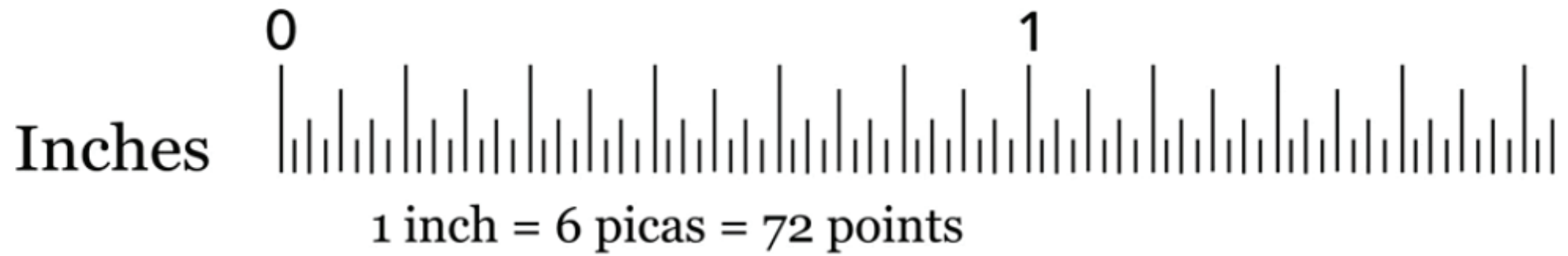


ligatures

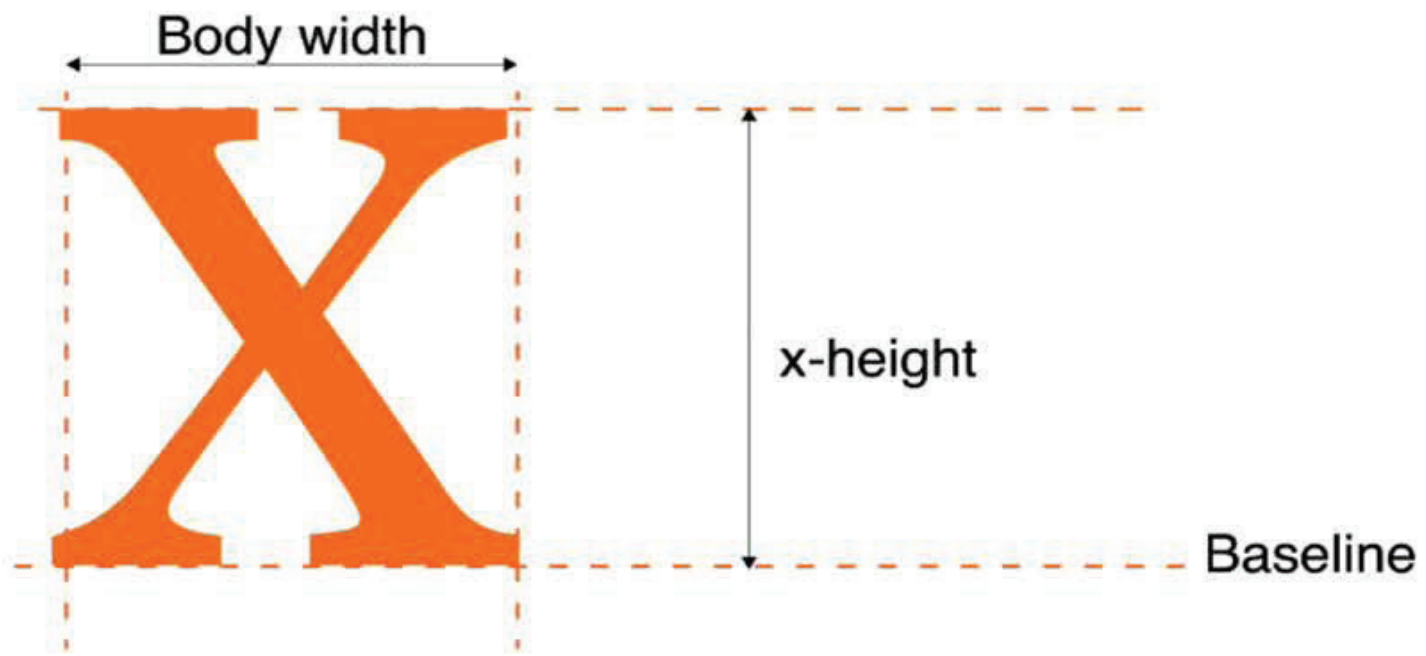


# Type Measurement - Points & Picas

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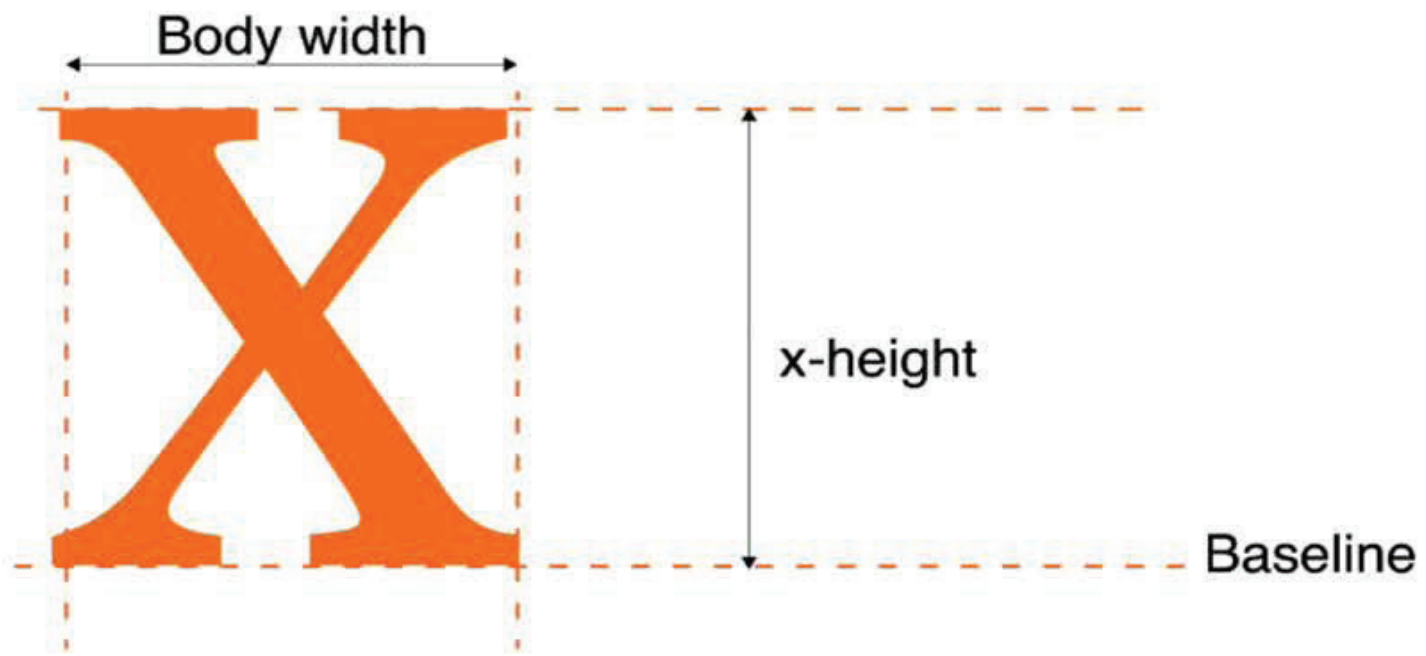




SAME POINT SIZE







SAME X-HEIGHT

e

ADOBE GARAMOND  
PRO

e

HELVETICA

e

PERPETUA

e

GILL SANS

e

GEORGIA

## MEASURE

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