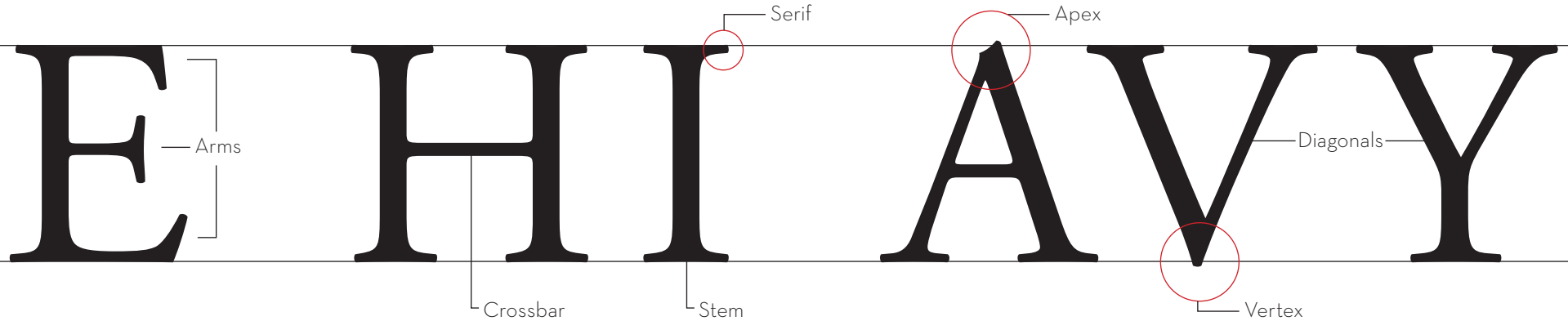
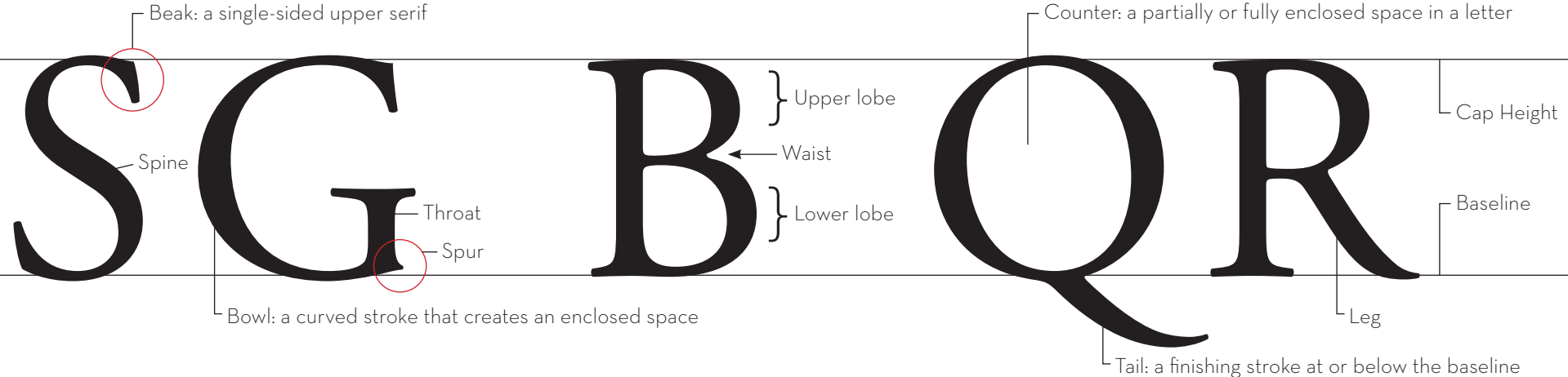
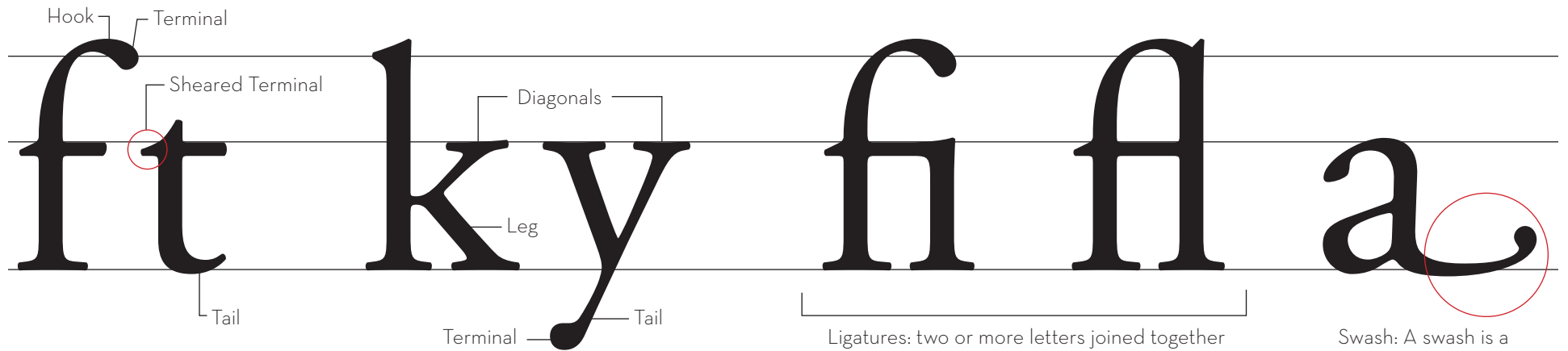
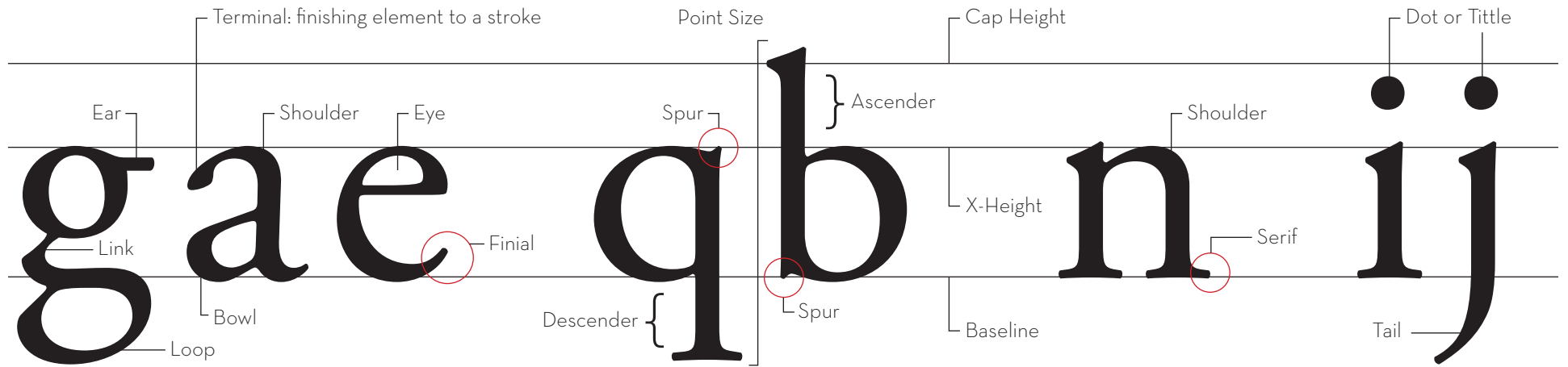


TYPE ANATOMY



TYPE ANATOMY



Ligatures: two or more letters joined together for practical or aesthetic reasons.

Swash: A swash is a flourish that replaces a terminal or serif.

TYPE CLASSIFICATION



Fraktur

PRE-VENETIAN OR ANCIENT

Includes typefaces of Incised, Antique and Blackletter styles.



Sabon

HUMANIST OR VENETIAN

The roman typefaces of the 15th and 16th centuries emulated classical calligraphy



Baskerville

TRANSITIONAL

These typefaces have sharper serifs and a more vertical axis than Humanist letters.



Bodoni

DIDONE OR MODERN

These typefaces have thin, straight serifs; vertical axis; and a sharp contrast in the strokes.



Clarendon

EGYPTIAN OR SLAB SERIF

Numerous bold and decorative typefaces introduced in the 19th century for use in advertising.



Gill Sans

HUMANIST SANS SERIF

A sans serif typeface where variations in line weight and terminal endings are indicative of calligraphic stylings.



Helvetica

TRANSITIONAL SANS SERIF

A uniform, upright character makes it similar to transitional serif letters. These fonts are also referred to as "anonymous sans serif."



Futura

GEOMETRIC SANS SERIF

Sans serif types built around geometric forms.

DISPLAY

Because of the onset of digital technologies there are many contemporary typefaces that cannot be classified into these categories or may be a mixture of more than one. Most of these post modernistic results of typeface designed are referred to as Display types, they can include: **GLYPHIC (ALSO CALLED WEDGE SERIF), SCRIPTS, TYPEWRITER/ MONOSPACED, DECORATIVE** and **CONTEMPORARY** types.

SERIF CLASSIFICATION

Adobe Garamond

Adobe Jenson

Didot

Times New Roman

Matrix

Archer

Clarendon

Mesquite



CUPPED SERIF



ROUNDED SERIF



HAIRLINE SERIF



BRACKETED SERIF



WEDGE SERIF



SLAB SERIF



BRACKETED
SLAB SERIF



TUSCAN