TYPE CLASSIFICATION

Type is divided into general families by the design of the typeface. There are various methods of such classification. One of the more common is the following:

ROMAN: The oldest common style and probably the most legible. Has serifs and variation in letter stroke. Most legible and is considered reliable, credible, traditional. Roman typefaces can be subdivided into oldstyle, transitional, and modern . One of the most common modern roman typefaces is **Times:**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.;:'!#$%^&*()-_=+

Another popular roman typeface is **Palatino**[1]:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.;:'!#$%^&*()-_=+

SANS SERIF (GOTHIC): A modern typeface design without serifs and with uniform letter strokes. Considered clean, neat and modern. May be nearly as legible as roman. Some criticize sans serif typefaces as "sterile". A popular sans serif typeface is **Ariel.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.;:'!#$%^&*()-_=+

Another popular sans serif face is **Frannklin Gothic**:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.;:'!#$%^&*()-_=+

Generally speaking, most corporate/organization type style is restricted to these two families. Commonly, one is selected for text type and the other for headlines and contrast such as captions and subheads. One of the keys to effective type style is the matching of compatible and complimentary type faces. Times and Helvetica (Ariel) are considered by many to work well together; as are Palatino and Avant Garde. Sometimes a square serif face is used for contrast rather than a sans serif face.

SQUARE SERIF: Square serifs with uniform letter strokes. Not as widely used and probably not as legible for lengthy text as sans serif faces. Clean and neat with some strength. Frequently used for contrast or a different look. The most common square serif face is Lubalin. This is Rockwell

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.;:'!#$%^&*()-_=+

Another popular square serif face is Memphis.

SCRIPTS AND CURSIVES: Faces which look like calligraphy or handwriting. Connote both formality and informality. Very poor legibility. Note: usually you have to use scripts in larger point sizes than other typefaces. Palace Script is a common script face.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890 ,.;:'!#$%^&*()-_=+

Another common script face is Brush Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.;:'!#$%^&*()-_=+

DECORATIVE, NOVELTY,OR SPECIAL: These are uniquely designed typefaces which do not fall into other common classifications. Usually have very low legibility. Generally used for headlines or other special effects. An example of a novelty typeface is **BAUHAUS**:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ..::'!#$%^&*()-_=+

Another useful novelty face is **STENCIL**, which does not come in lower case:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ,.;:'!#$%^&*()-_=+

Broadway, is very similar to Revue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.::'!#$%^&*()-_=+