

Fargo

Minion

HUMANIST SERIF

Organic serifs

Angled stress

Low stroke contrast

Calligraphic terminals

Fargo

Optima

HUMANIST SANS

High stroke contrast (for a sans-serif)

Open apertures

Calligraphic strokes

Fargo

Caecilia

HUMANIST SLAB

Lower contrast than Humanist Sans

Unbracketed, often rectangular serifs

Long gentle curves

Open apertures

Humanist Sans Serifs

FF Scala Sans

Frutiger

Gill Sans

Myriad

Optima

Verdana

Yoga Sans

Humanist Serifs

Bembo

Century Old Style

FF Scala

Garamond

Goudy Old Style

Jenson

Minion

Fargo

Baskerville

TRANSITIONAL SERIF

Bracketed serifs

More upright stress

Moderate stroke contrast

Bulbous terminals

Fargo

Trade Gothic

GROTESQUE / GOTHIC SANS

Similar structure to transitional serifs

Low stroke contrast

Oval forms

“Gothic” typefaces can appear condensed

Fargo

Clarendon

GROTESQUE SLAB

Bracketed serifs

Vertical stress

Moderate stroke contrast

Ball terminals

Grotesque Sans Serifs

Akzidenz Grotesk

FF Bau

Franklin Gothic

Knockout

News Gothic

Source Sans Pro

Trade Gothic

Transitional Serifs

Baskerville

Caslon

Mrs Eaves

Perpetua

Plantin

Source Serif pro

Times New Roman

Fargo

Didot

RATIONAL SERIF

Unbracketed serifs

Vertical stress

High stroke contrast

Ball terminals

Futura

GEOMETRIC SANS

Constructed from geometric forms

Round shapes nearly circular

Vertical stress

Minimal stroke contrast

Fargo

Rockwell

GEOMETRIC SLAB

Constructed from geometric forms

Round shapes circular

Unbracketed serifs

Minimal stroke contrast

Geometric Sans Serifs

Avenir

Avant Garde Gothic

Brandon Grotesque

Din

Futura

Gotham

Proxima Nova

Rational Serifs

Bodoni

New Century Schoolbook

Didot

Eames Century Modern

Kepler

Miller

Walbaum

Fargo

Frieght Text

CONTEMPORARY SERIF

Wedged serifs

Simplified details

Large apertures & counters

Large x-height

Fargo

Frieght Sans

CONTEMPORARY SANS

Low stroke contrast

Square shaped letters

Very open apertures

Large x-height

Neo-Humanist Sans

Dax

Fedra Sans

Meta

Tisa Sans

Fira Sans

Freight Sans

Open Sans

Contemporary Serifs

Doko

Fedra Serif

Meta Serif

Tisa

Freight Text

Merriweather

Skolar