

# Fargo

**HUMANIST SERIF** (*16–17th Century*)

Organic serifs

Angled stress

Low stroke contrast

Calligraphic terminals

# Fargo

**TRANSITIONAL SERIF** (*17–18th Century*)

Bracketed serifs

More upright stress

Moderate stroke contrast

Bulbous terminals

Fargo

**RATIONAL SERIF** (*18–19th Century*)

Unbracketed serifs

Vertical stress

High stroke contrast

Ball terminals

Fargo

**SANS SERIF** (*19–20th Century*)

Virtually no stroke contrast

Small apertures

No serifs

Vertical stress (implied)

Fargo

**GEOMETRIC SANS SERIF** (*20th Century*)

Constructed from geometric forms

Round shapes nearly circular

Vertical stress

Minimal stroke contrast

# Fargo

## **CONTEMPORARY SANS SERIF** (*20–21st Century*)

Wedged serifs

Simplified details

Large apertures & counters

Large x-height