

Farggo

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

Faingo

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*

Farggo

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

**Farggo**  
**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*

Farggo

Didot

RATIONAL SERIF

Unbracketed serifs

Vertical stress

High stroke contrast

Ball terminals

Futura

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*

Farggo

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*