

Farggo

HUMANIST SERIF (*16–17th Century*)

Organic serifs

Angled stress

Low stroke contrast

Calligraphic terminals

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TRANSITIONAL SERIF (*17–18th Century*)

Bracketed serifs

More upright stress

Moderate stroke contrast

Bulbous terminals

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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)

F a r g o

GEOMETRIC SANS SERIF (*20th Century*)

Constructed from geometric forms

Round shapes nearly circular

Vertical stress

Minimal stroke contrast

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

Wedged serifs

Simplified details

Large apertures & counters

Large x-height