Type Basics **Fonts and Styles**

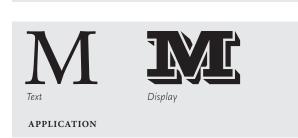
Although all characters exhibit a basic architecture, they may take on wildly different visual characteristics, or styles, that give them unique qualities. Characters that all share a single set of characteristics are members of a typeface, or font. Font styles differ based on the history of their development, how they are made, and how they are used.

Style / This broad term can describe several different aspects of a typeface: whether it has serifs or not; its historical or formal characteristics; how reserved or expressive its qualities are; and its intended use, whether for extensive reading or short, visually expressive display applications.









Font, Face and Family / These three terms can be confusing because they are often used interchangeably, and because they've been used to mean different things at different times.

For the record: The word *font* refers to the design of a single character set, all sharing the same proportional and stylistic qualities. The word face, short for typeface, means the same thing, although it's often used to refer to all the variations of a character set's style—meaning, the light, bold, italic versions. This latter usage is best described as a family, meaning the group of varied character sets that all share the same proportions and stylistic details.

AaHhGg AaHhGg

AaHhGg AaHhGg

Most font families consist of four basic variants to provide options for styling text of different function or of different levels of importance within a hierarchy.

AGMR AGMR AGMR AGMR AGMR AGMRAGMR AGMR **AGMR** AGMR AGMR AGMR AGMR AGMR **AGMR** AGMR AGMR **AGMR** AGMR AGMR **AGMR** AGMR AGMR

Some font families comprise an extensive number of variants—those that vary in weight and posture, as well as width. The typical number of family variants has increased dramatically in recent years, aided by automated functions in font design software; many contemporary font designs comprise these so-called superfamilies.

Serif

OLDSTYLE

RxmEgf RxmEgf Rxm TRANSITIONAL

MODERN (NEOCLASSICAL)

Sans Serif

RxmEgt RxmEgf RxmEgf

HUMANIST

Slab Serif

RxmEgf

RxmEgf

RxmEgfAs

GROTESQUE

NEOGROTESQUE

NEOGROTESQUE

ITALIENNE

Script

Odds 'n Ends

RxmEgf

RamEgf@s

ahedeľ ghi j klm

INCISED / GLYPHIC

GRAFFITI

Display Faces

RXEMGS





TWO-TONE



RXEMGS

RXEMAS **ENGRAVED**

BITMAP

RGMadefq



出X M 专自专名



VERNACULAR

RXEMGS

STENCIL