

# What's your type?

Understanding the differences between typographic styles helps designers choose fonts that suit the tone, purpose, and overall aesthetic of a project.

The font you choose communicates  
almost as much as the words you use.

**Playful**

**SOPHISTICATED**

***SPORTY***

**CORPORATE**

**BOLD**

subdued

Traditional

**modern**

What are the different type styles?



# What are the different type styles?

Serif

Slab Serif

*Handwriting*

Sans-serif

**DISPLAY/DECORATIVE**

Blackletter

Monospace

*Script*

Modern

# Serif

**Characteristics:** Serif typefaces have small decorative strokes, or serifs, at the end of the main strokes of the characters.

**Examples:** Times New Roman, Georgia, Garamond.

**Usage:** Often used in print and books due to their readability in long paragraphs.

# Sans Serif

**Characteristics:** Sans-serif typefaces lack the decorative strokes at the ends of characters.

**Examples:** Helvetica, Montserrat, Arial, Calibri

**Usage:** Commonly used in digital media, websites, and contemporary design due to their clean and modern appearance.

# Monospace

**Characteristics:** Each character takes up the same width space, making it easy to align vertically.

**Examples:** Courier, DM Mono, Roboto Mono

**Usage:** Used for coding because of the easy alignment. Also often used to mimic vintage newspaper/typewriter text.

# Slab Serif

**Characteristics:** Each character takes up the same width space, making it easy to align vertically.

**Examples:** Courier, DM Mono, Roboto Mono

**Usage:** Used for coding because of the easy alignment. Also often used to mimic vintage newspaper/typewriter text.

# DISPLAY/ DECORATIVE

Characteristics: Highly stylized and often used for decorative purposes rather than body text.

Examples: Impact, Playfair Display, Stencil

Usage: Suitable for headings or short pieces of text in designs that require a unique look, but not recommended for use in paragraph form.

# *Script*

Characteristics: Mimic cursive handwriting and often have connecting letters.

Examples: Brush Script, Lucida Calligraphy, Lobster

Usage: Used for invitations, greeting cards, and other designs where a handwritten or elegant look is desired.

# Handwriting

Characteristics: Mimics the appearance of casual handwriting.

Examples: Bradley Hand, Caveat

Usage: Adds a personal touch and is often used in informal or creative contexts.



# Blackletter

- Characteristics: Dense, black, and intricate letterforms often associated with medieval manuscripts.
- Examples: Old English, Fraktur, UnifrakturMaguntia
- Usage: Primarily used for decorative or traditional designs.

# Modern

- Characteristics: High contrast between thick and thin lines, with vertical stress and thin serifs.
- Examples: Bodoni, Didot
- Usage: Often used for high-end fashion magazines and sophisticated design projects.

One typeface can fit into  
multiple categories.

# Libre Caslon Display

Serif

Sans-serif

Monospace

Slab Serif

**DISPLAY/DECORATIVE**

*Script*

*Handwriting*

**Blackletter**

Modern

# Josefin Slab

Serif

Sans-serif

Monospace

Slab Serif

**DISPLAY/DECORATIVE**

*Script*

*Handwriting*

**Blackletter**

Modern

# Lobster

Serif

Slab Serif

*Handwriting*

Sans-serif

**DISPLAY/DECORATIVE**

Blackletter

Monospace

*Script*

Modern

# Poppins

Serif

Sans-serif

Monospace

Slab Serif

**DISPLAY/DECORATIVE**

*Script*

*Handwriting*

**Blackletter**

Modern

Let's play with type!



[fontpair.co/all](https://fontpair.co/all)

Choose your favorite font pairing.