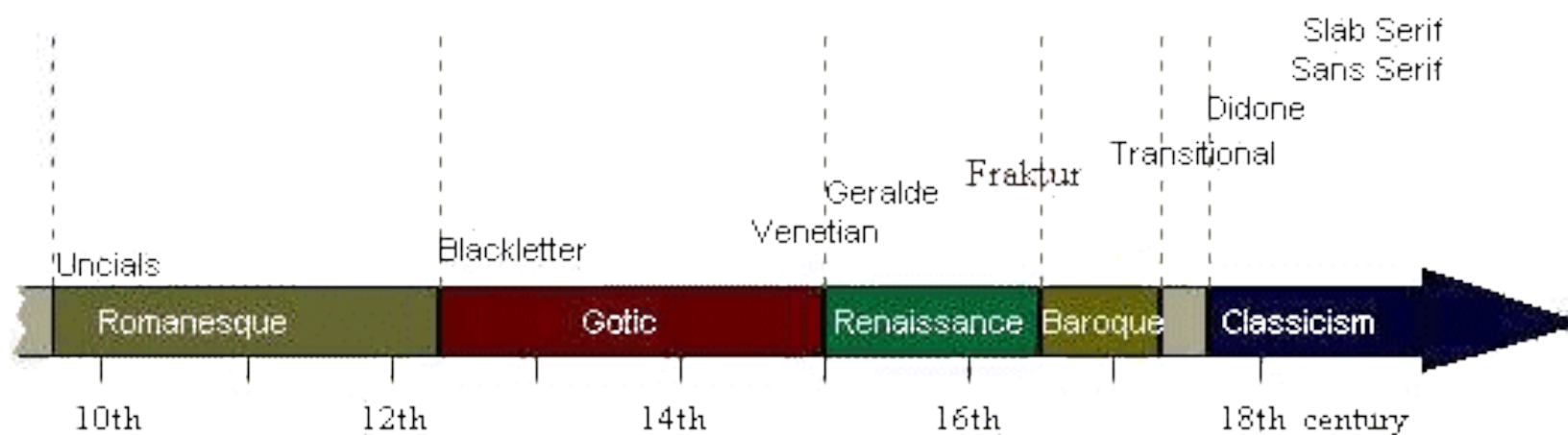


Type Classification

To Classify Type Look at These 5 Things

- Serif or no serif
- Axis of stress
- Transition of thick and thin on round shapes
- Brackets
- X-height



SERIF (ROMAN)

Humanist (Venetian) - 15th Century

RTWWhaeg o

ITC BERKLEY – Minor contrast between strokes



Jenson

SERIF (ROMAN)

Old Style - Late 15th Century to Mid 18th Century

RTW haeg

Medium

o



GARAMOND – Medium contrast between strokes

Galliard

Goudy Old Style

SERIF (ROMAN)

Transitional - 18th Century

RTWhaeg   

TIMES ROMAN – Medium contrast between strokes

Baskerville

Caslon 224

SERIF (ROMAN)

Modern - Late 18th Century through 19th Century

RTW haeg Small o 

BODONI – Major contrast between strokes

Fenice
Century

RTWhaeg o

ITC BERKLEY – Minor contrast between strokes

RTWhaeg o

GARAMOND – Medium contrast between strokes

RTWhaeg o

TIMES ROMAN – Medium contrast between strokes

RTWhaeg o

BODONI – Major contrast between strokes

SANS SERIF

Grotesque - 19th to 20th Century

RTWhaeg Large o

HELVETICA – Minor contrast between strokes

Helvetica

Arial Sans

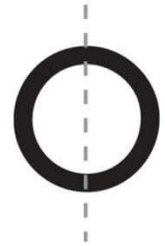
SANS SERIF

Geometric - 20th Century

RTVWhdaeg

Large

ITC AVANTE GARDE – No contrast between strokes



Kabel
Bauhaus

SANS SERIF

Humanist - 20th Century

RTWWhaeg Medium o 

OPTIMA – Medium contrast between strokes

Gil Sans
Optima
Myriad

RTWhaeg o

HELVETICA – Minor contrast between strokes

RTWhaeg o

ITC AVANTE GARDE – No contrast between strokes

RTWhaeg o

OPTIMA – Medium contrast between strokes

SLAB SERIF (EGYPTIAN)

Also called Square Serif or Western - Early 18th Century

RTVWhdaeg   

LUBALIN GRAPH – No contrast between strokes

Clarendon

Lubalin Graph

American Typewriter

Courier

RTWhaeg Small o

BODONI – Major contrast between strokes



RTWhaeg Large o

LUBALIN GRAPH – No contrast between strokes



ITALIC (OBLIQUE)

15th Century to 20th Century

RTWhaeg 

TIMES ITALIC – Medium contrast between strokes



RTWhaeg 

TIMES ITALIC – Medium contrast between strokes

RTWhaeg 

TIMES ROMAN – Medium contrast between strokes

ITALIC (OBLIQUE)

15th Century to 20th Century

Antiqua Italic

Avant Garde Oblique

Baskerville Italic *Gil Sans Italic*

Caslon 224 Italic

TEXT (BLACK LETTER)

Also known as Gothic or Old English -
12th Century to 15th Century

R T W haeg ——— Large ———

GOUDY TEXT – Major contrast between strokes

Goudy Text

SCRIPTS AND BRUSH

Also known as Hand Lettered - 20th Century

RJW haeg Small o

CORONET – Medium contrast between strokes

Brush
Demian Bellevue
Inscription Freestyle Script
Nuptial Script

Antiqua Italic
Avant Garde Oblique
Baskerville Italic **Gil Sans Italic**
Caslon 224 Italic

Rapier Laser
Rage *Murray Hill*
Limehouse Script *Kaufmann*
Berthold Script

DECORATIVE AND DISPLAY

Also known as Novelty - 19th-20th Century

RTW haed Medium

LOWER EAST SIDE – No contrast between strokes

ROSEWOOD
SHARKTOOTH

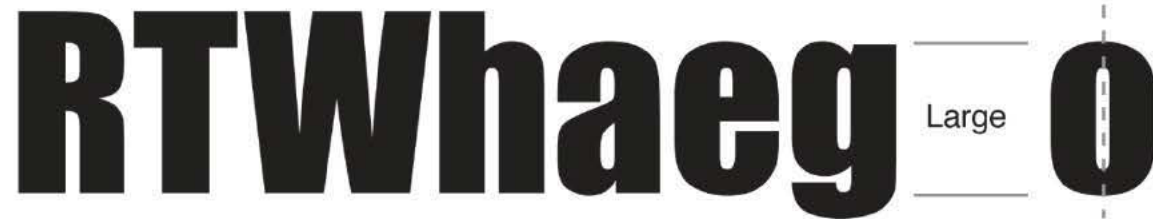
MANDARIN
IGLOO LASER

EMPHATISTS

CONDENSED (NARROW)

Also known as Compressed

RTWhaeg **O**

The diagram shows the letters 'RTW' in a bold, condensed font. The 'R' and 'W' have thick, uniform strokes. The 'h' and 'a' have slightly thinner strokes, creating a minor contrast. The 'e' and 'g' also show some variation in stroke thickness. To the right of the letters is a large capital 'O' with a vertical dashed line through its center, indicating its narrow width. The word 'Large' is written between the letters and the 'O'.

IMPACT – Minor contrast between strokes

RTW'haeg **O**

The diagram shows the letters 'RTW' in a serif, condensed font. The 'R' and 'W' have thick, uniform strokes. The 'h' and 'a' have slightly thinner strokes, creating a medium contrast. The 'e' and 'g' also show some variation in stroke thickness. To the right of the letters is a large capital 'O' with a vertical dashed line through its center, indicating its narrow width. The word 'Large' is written between the letters and the 'O'.

GARAMOND BOOK CONDENSED – Medium contrast between strokes

CONDENSED (NARROW)

Also known as Compressed

Birch

Britannic **MACHINE**

Helvetica Narrow

LATIN COMPRESSED

Garamond Condensed

EXTENDED (EXPANDED)

RTWWhaeg Large o

EUROSTILE – Minor contrast between strokes

RTWWhaeg Large o

MANDRONE BLACK – Extreme contrast between strokes

COPPERPLATE

Blackoak

Serpentine

Latin Wide

EXTENDED

NOT EXTENDED

CONDENSED

NOT CONDENSED

RTWhaeg o

IMPACT – Designed as a condensed typeface

RTWhaeg o

Arial Black – With Horizontal scale of 75% to fake condensed

RTWhaeg o

Arial Black – NoHorizontal scale

RTWhaeg o

EUROSTILE – Minor contrast between strokes

RTWhaeg o

HELVETICA – With 146% horizontal scale to fake extended

RTWhaeg o

HELVETICA – No horizontal scale

OUTLINE

AG Old Face

PLAZA OUTLINE

Antique olive

SHADOW

PLAZA SHADOW

WEDGE

ROSEWOOD

ARTISTE

Helvetica Medium Condensed
Helvetica Condensed Oblique
Helvetica Bold Condensed
Helvetica Bold Condensed Oblique
Helvetica Narrow
Helvetica Narrow Oblique
Helvetica Bold Narrow
Helvetica Bold Narrow Oblique
Helvetica Medium
Helvetica Medium
Helvetica Bold
Helvetica Condensed Bold
Helvetica Condensed Black
Helvetica 25 Ultra Light
Helvetica Ultralight Italic
Helvetica 45 Light
Helvetica 46 Light Italic
Helvetica Regular
Helvetica 56 Italic
Helvetica 75 Bold
Helvetica 75 Bold Italic

Garamond Light Condensed
Garamond Light Condensed Italic
Garamond Book Condensed
Garamond Book Condensed Italic
Garamond Bold Condensed
Garamond Bold Condensed Italic
Garamond Ultra Condensed
Garamond Ultra Condensed Italic
Garamond Light
Garamond Light Italic
Garamond Book
Garamond Book Italic
Garamond Bold
Garamond Bold Italic
Garamond Ultra
Garamond Ultra Italic
Garamond Regular
Garamond Italic
Garamond Semibold
Garamond Semibold Italic

