

P

Family: Oldstyle

18/24' Minion Pro

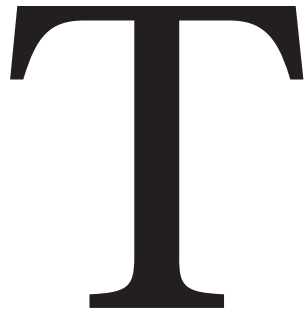
Characteristics:

- Steeply angled serifs
- Bracketed serifs
- Angled axis

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789  
*abcdefghijklmnopqrstuvwxyz 0123456789*

KRDWE

KI  
*Bracketed serifs*



Family: Transitional

18/24' Baskerville

Characteristics:

- Greater contrast between thick & thin strokes
- Less Angled Axis
- Less Angled Serifs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqrstuvwxyz 0123456789

*abcdefghijklmnopqrstuvwxyz 0123456789*

TMPYL

Tp

*Less angled serifs*

W

Family: Modern  
Characteristics:

- Strokes extreme contrast between thick & thin strokes
- Uppercase letters now more unifor width

18/24'Bodoni

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqrstuvwxyz 0123456789

*abcdefghijklmnopqrstuvwxyz 0123456789*

iUIMn

Vw

*Strokes extreme contrast between thick & thin strokes*

M

Family: Egyptian  
Characteristics:


- No contrast between thick & thin strokes
- Vertical Axis
- Slab Serifs

18/24' Lucida Fax

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789  
*abcdefghijklmnopqrstuvwxyz 0123456789*

TOLIV

Ep  
*Slab serifs*



Family: Sans Serif

18/24' Helvetica

Characteristics:

- No serifs
- Vertical axis
- no contrast between strokes

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqrstuvwxyz 0123456789

*abcdefghijklmnopqrstuvwxyz 0123456789*

SDFNO

bS

*no contrast between strokes*