



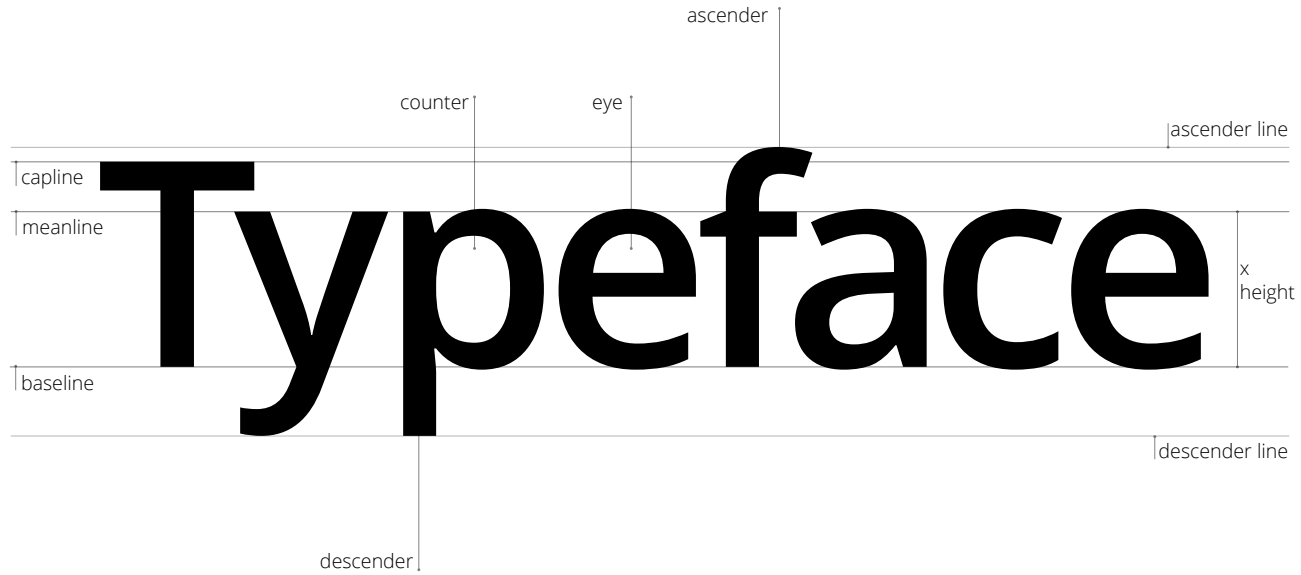
# Type

## Review

FEATURING

*Serena Williams*

by M.Giuliani



Ser

ena  
  
Williams

**Serif**

**Transitional**

18th Century

Bracketed serifs  
high contrast between strokes  
mechanical components

Perpetua

Serena

WILLIAMS

**Slab Serif**

19th Century

Slab serifs

No brackets

Little to no contrast between strokes

Rockwell



Serena  
WILLIAMS

**Sans Serif**

19th Century

Lack of serifs

Little to no contrast between strokes

Avenir Condensed

A large, thin, black uppercase letter 'S' in the Helvetica Neue Light weight. The letter has a very light stroke and a clean, modern sans-serif design.

Helvetica Neue  
Light

A large, medium-weight, black uppercase letter 'S' in the Helvetica Neue Regular weight. The letter has a balanced stroke weight and a clean, modern sans-serif design.

Helvetica Neue  
Regular

A large, thick, black uppercase letter 'S' in the Helvetica Neue Bold weight. The letter has a very heavy stroke and a clean, modern sans-serif design.

Helvetica Neue  
Bold



Tekton Pro  
Condensed



Tekton Pro  
Regular



Tekton Pro  
Extended

A large, black, uppercase letter 'W' in a classic serif font. The letter is composed of four distinct vertical strokes, with the top and bottom strokes being slightly wider than the middle two. The overall appearance is formal and balanced.

Times  
Regular

A large, black, uppercase letter 'W' in an italicized serif font. The letter is slanted to the right. The top and bottom strokes are significantly wider and more pronounced than the middle two, giving it a dynamic and elegant appearance.

Times  
Italic



A large, elegant serif capital letter 'S' from the Didot typeface. It features a very thin, hairline stroke and a sharp, pointed terminal at the top.

Didot  
High Contrast

A large, bold, slab-serif capital letter 'S' from the Rockwell typeface. It has a very thick, uniform stroke and a rounded, blocky appearance.

Rockwell  
No Contrast

A large, classic serif capital letter 'S' from the Century typeface. It has a moderate stroke weight and a smooth, elegant curve.

Century  
Low Contrast



Times Regular  
Bracketed & Angled Serif



Rockwell  
Unbracketed & Straight Serif

Flushed Left



*Serena Williams* is an American tennis player who revolutionized women's tennis with her powerful style of play. She has won more Grand Slam singles titles than any other woman or man during the open era. She is married to *Alexis Ohanian*, cofounder of the Web site *Reddit*, and they have a daughter. Serena's sister is professional tennis player *Venus Williams*.

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Flushed Right



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Centered



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← Forced Justification can cause very odd spacing between words and letters.

Alignment

■ → If you must justify the text, regular justification might be a better option.

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Justified and Forced Justified

Helvetica 11/14

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Helvetica 11/18

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Leading

Helvetica 11/24

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Helvetica 11/36

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**Palatino 36pts | All Caps | No tracking**

SERENA WILLIAMS

Word Spacing (tracking)

**Palatino 36pts | All Caps | -50 tracking**

SERENA WILLIAMS

What happens to type when there  
is too much or too little space  
between words & letters?

**Palatino 36pts | All Caps | 50 tracking**

SERENA WILLIAMS

Notice that adjustments of kerning are  
still necessary after changing tracking.

**Palatino 36pts | All Caps | 100 tracking**

SERENA WILLIAMS

**Palatino 36pts | All Caps | 200 tracking**

SERENA WILLIAMS

**Serena Williams** is a tennis player



She has won 23 Grand Slam titles—more than any other professional player in the open era.