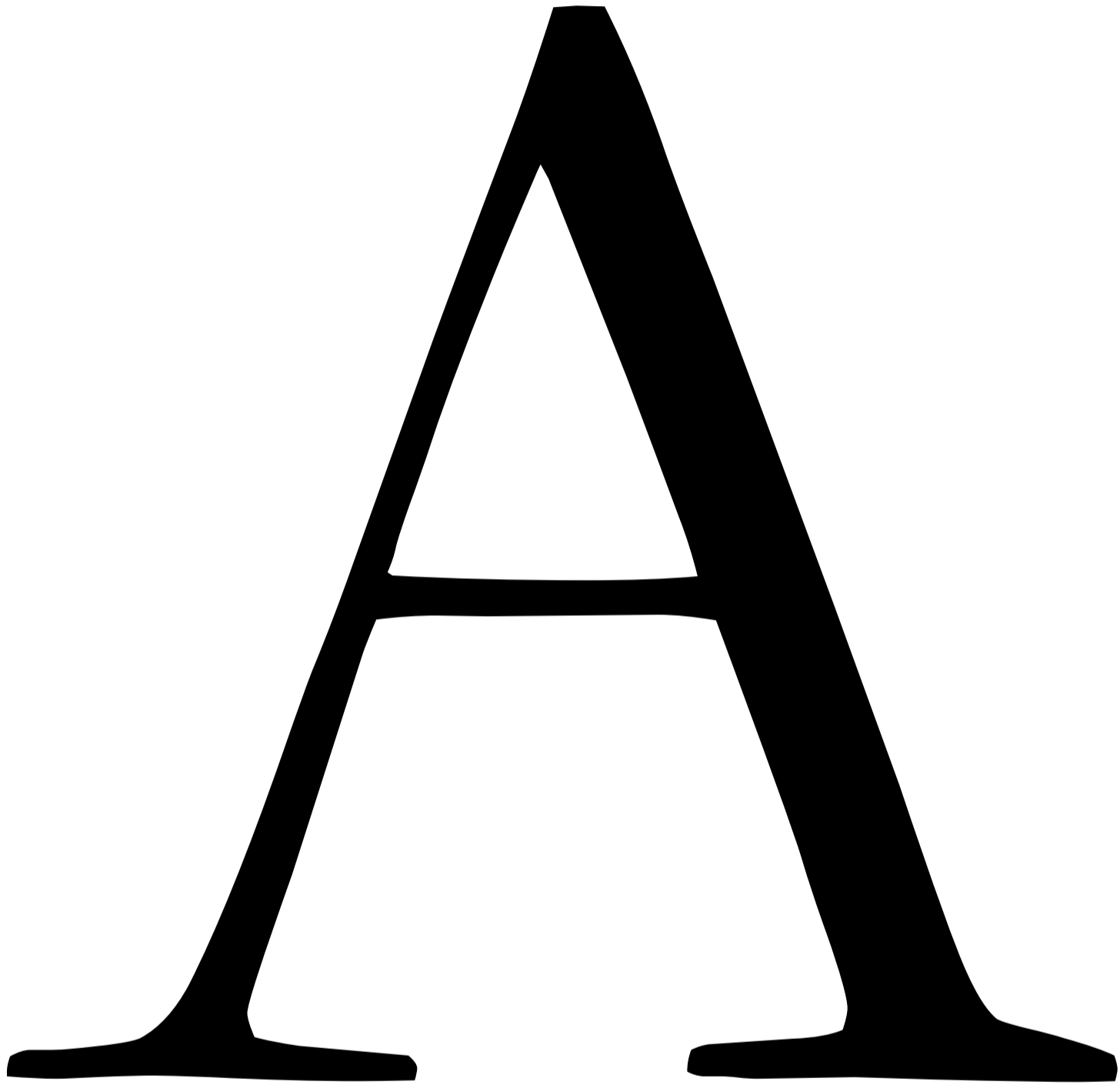


# Quick Reference: Classification of Type

Communication Design  
COMD1127 Type & Media

# Classification of Type: Serif

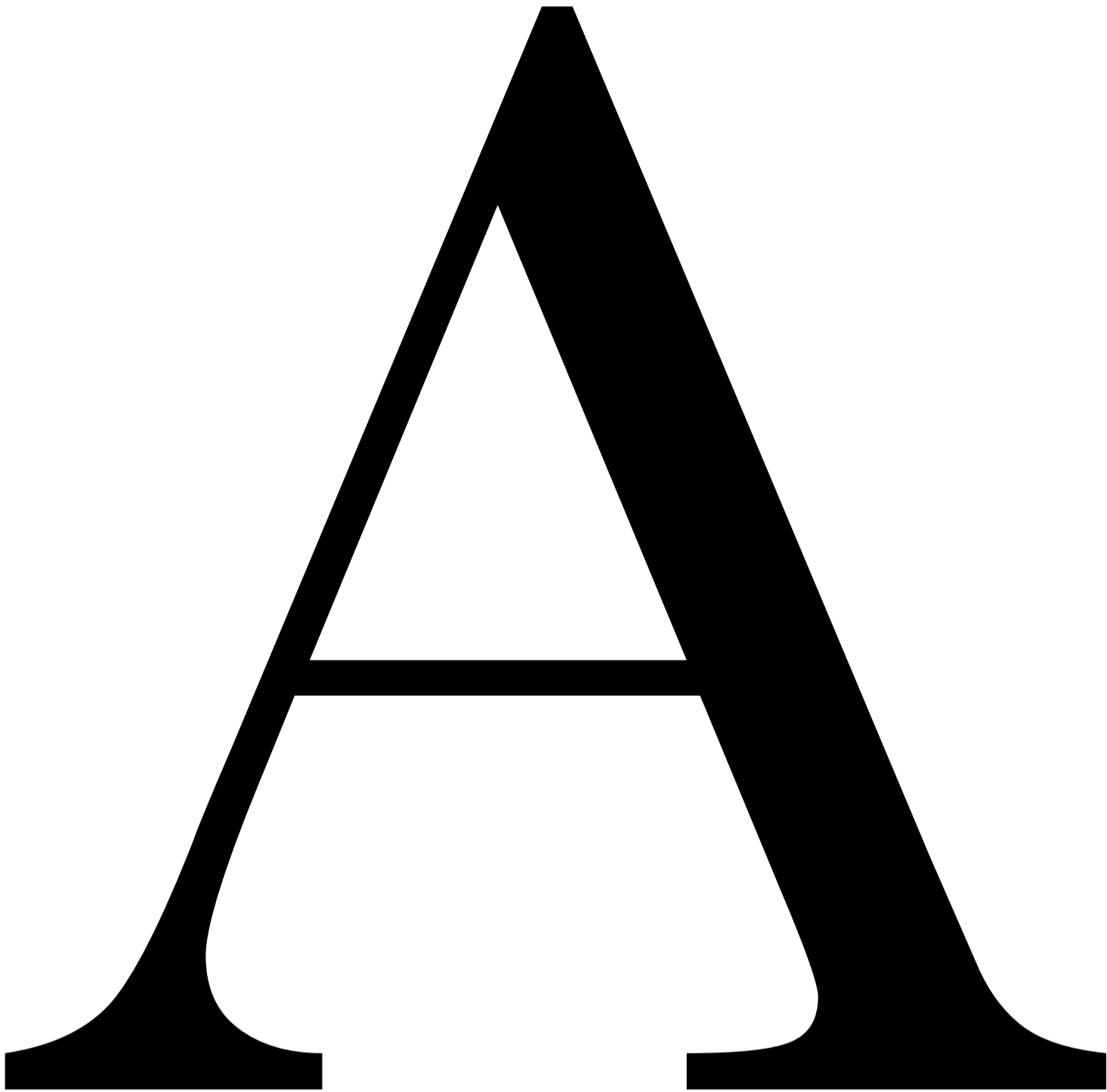


OLD STYLE (15th-17th Century)

angled serifs, low contrast between thick and thin,  
calligraphic components

Examples: Garamond, Caslon, Palatino

# Classification of Type: Serif



TRANSITIONAL (18th Century)

serifs, with brackets

more contrast between thick and thin than Old Style

Examples: Baskerville

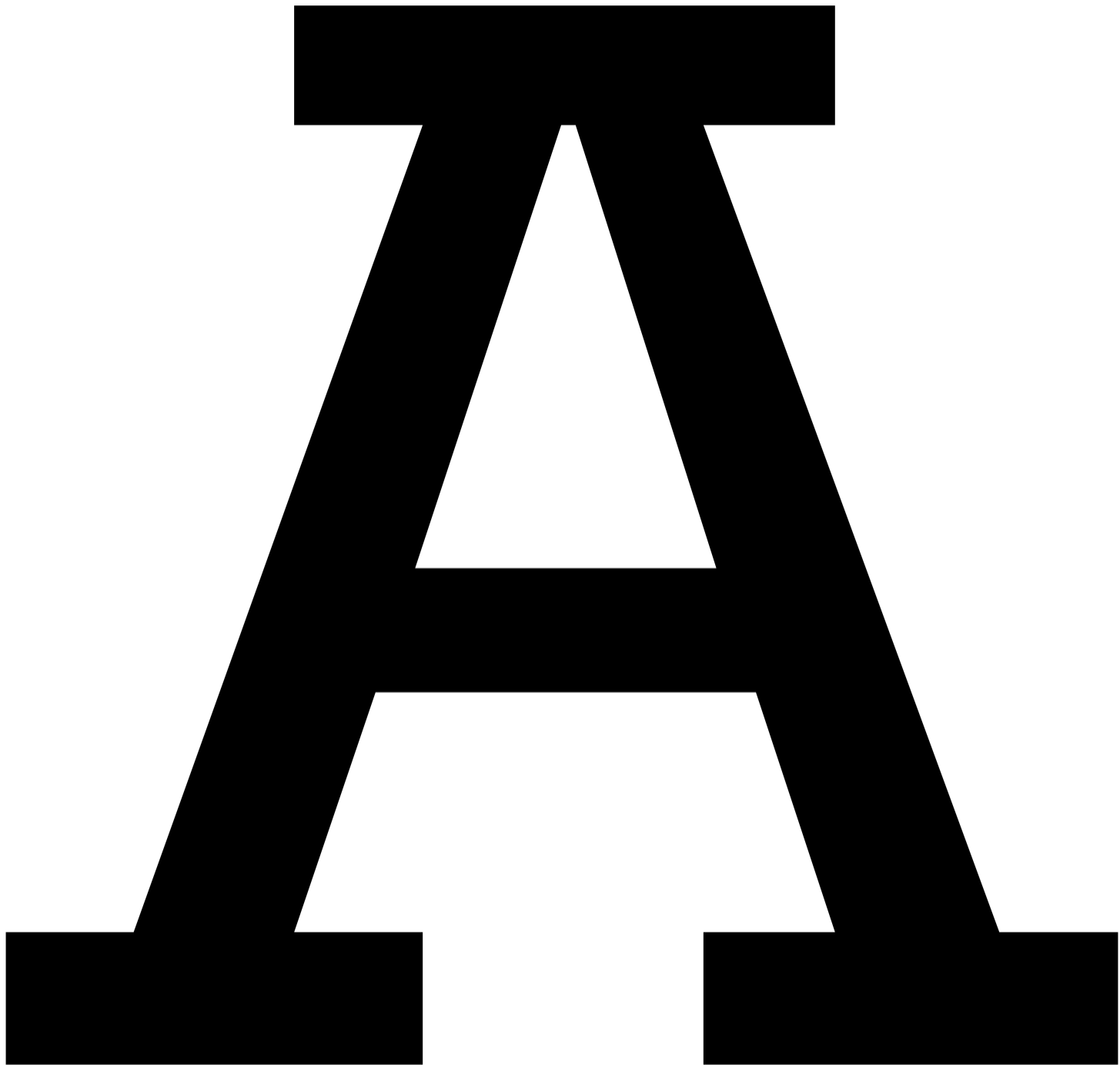
# Classification of Type: Serif



MODERN (late 18th - early 19th Century)  
very straight serifs, with no brackets  
extreme contrast between thick and thin

Examples: Didot, Bodoni

# Classification of Type: Serif



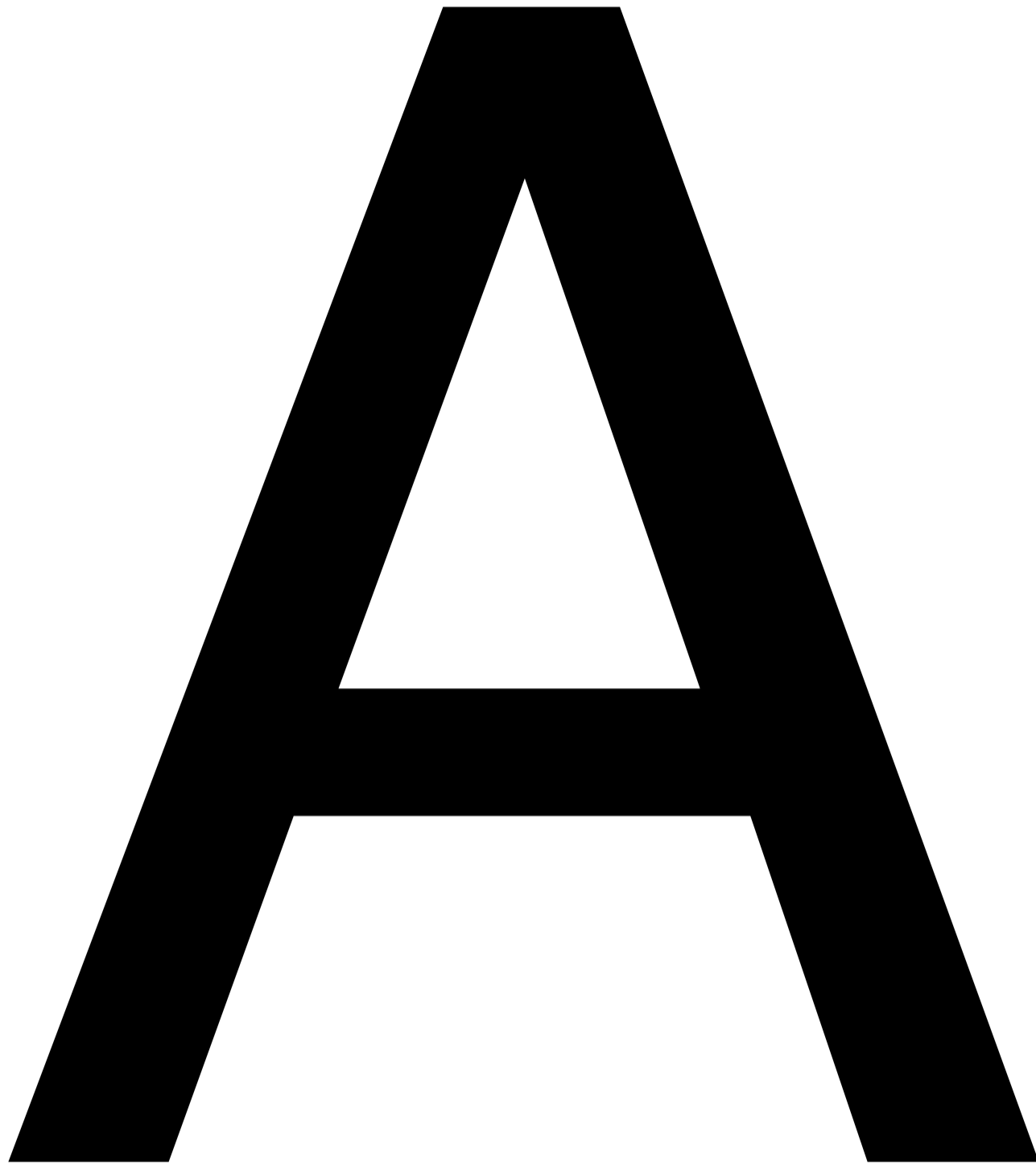
SLAB SERIF or Egyptian (19th Century)

heavy straight serifs, no brackets

low or no contrast between thick and thin

Examples: Rockwell, Serifa

# Classification of Type: Sans Serif

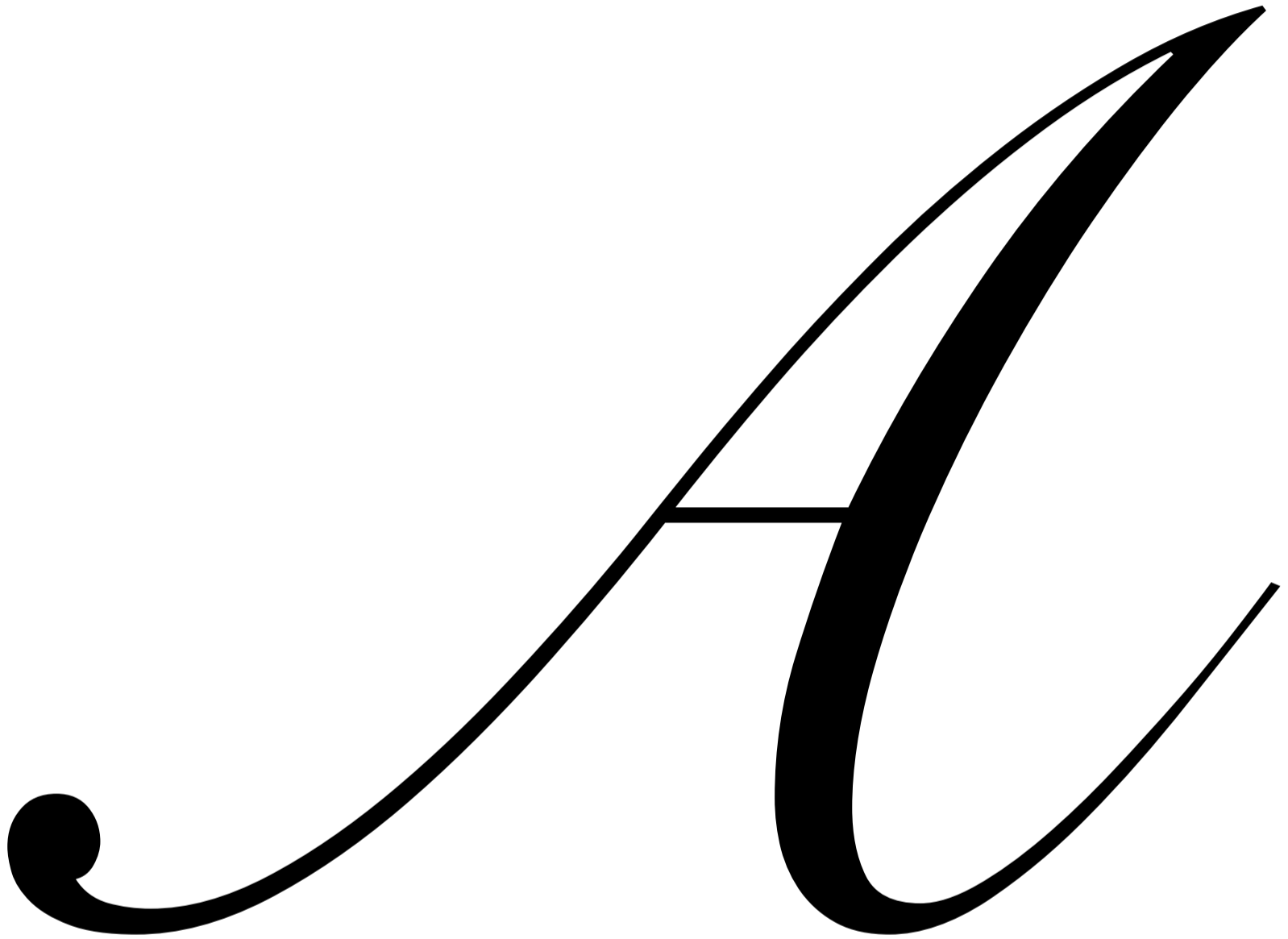


(19th & 20th century)

no serifs, no contrast between thick and thin

Examples: Helvetica, Gill Sans, Franklin Gothic, Futura

# Classification of Type: Scripts



Connected letters, often resembles handwriting  
Range from a calligraphic to casual style.

Examples: Snell Roundhand, Shelley

# Classification of Type: Display or Novelty

Hello

HELLO

HELLO

Usually for headings (not body copy), have very unique characteristic, purpose and use