

SANS SERIF

Sans serif fonts have a reputation of being more modern, casual, informal and friendly than serif fonts. Web designers prefer to use sans serif fonts for their on-screen legibility. They are also the frequent choice of the publishers of children's books because the letters are easier to recognize. In print, small serifs can break up when they are reversed out of a dark color or photograph; sans serif type is almost always the better choice in this instance.

Sans serif fonts work well for short sections of text, such as credits and captions. When a project calls for very small type sizes, sans serif type is easier to read.

SERIFS

The small features on the ends of strokes in some fonts are known as "Serifs." Serif fonts were often used in the past as they work particularly well for the printed word – the small strokes projecting from the main stroke of each character (the serif) helps letters to stand out clearly, which makes the brain recognize words and letters more readily

If you've got to design a print document, like newsletters or magazines, corporate documents or even a whole book, serif fonts are your friend, because the more text you've got to deal with the easier serif will make it to read. It works because the serifs help the eyes "flow" horizontally across the page and make each letter stand on their own.

SLAB SERIF

The style is characterized by thick, block-like serifs – often as wide as the vertical lines. The Slab Serif style, with its eye-catching features, is a common choice of poster designers.

Because of the clear, bold nature of the large serifs, designs with some slab serif characteristics are also often used for small print, for example in printing with typewriters and on newsprint paper. Whether in a magazine article or an advertisement, on a book cover or signage, slab serif designs, with their geometric, block-like appenditures, project solidity, style and confidence.

DISPLAY

A display typeface is a typeface that is intended for use at large sizes for headings, rather than for extended passages of body text. Display typefaces will often have more eccentric and variable designs than the simple, relatively restrained typefaces generally used for body text.

Display typefaces are used to entice a reader into text copy, to create a mood or feeling, or to announce important information. Sometimes, they accomplish all these purposes at the same time. They are intended to stand out, and they perform well when they are appropriate.

Hand Written

A Handwritten typeface looks like it may have been written by hand, from fancy cursive to messy block letters, is a handwritten font.

Handwriting can be great for representing brands that are about personal connection or children, such as child care centers or charities. Companies wanting to stand out for flair and creativity, like fashion designers or photographers, may also benefit.

Script

Formal scripts are very fluid and graceful, and often have connecting strokes. They are appropriate when an elegant, stately look is desired.

Scripts tend to be more acceptable when they are used in titles. This is because the flowing, decorative letters look better when they are used in a higher point size. Since they tend to attract a lot of attention, using a script in a title on simple background makes it stand out. Formal scripts are commonly used for invitations, announcements, and decorative initial letters, where their elegant look can go a long way towards setting a sophisticated tone. Use them for headlines and other brief applications; longer blocks of small text set in formal script are usually not very readable.