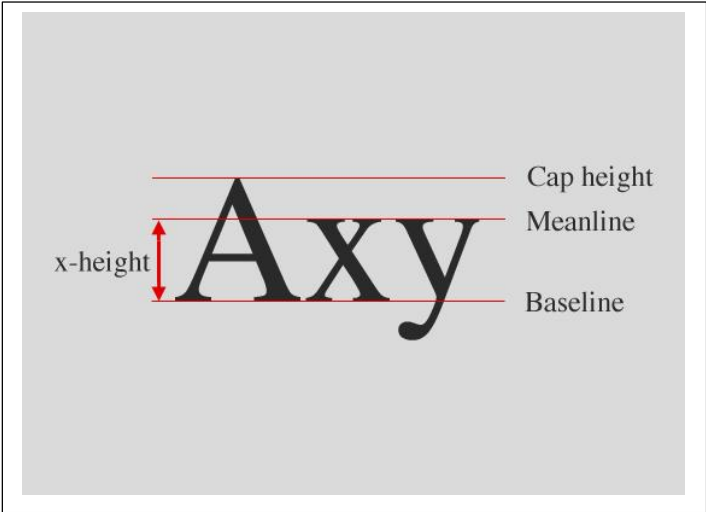


T **Serif** – easy to read, looks traditional.

Y **Sanserif** – strong, bold and clear. Modern looking. Often used for titles and headings.

P **Script** – looks more personal, and depending on the style used, historical. Can be difficult to read.

E **Decorative** – attracts attention, and gives text a particular feel or association. Can be difficult to read. Best used for main titles.



Crimson Text
is a **serif**
typeface.

Delicious *is a*
sans-serif
typeface.

Cup and Talon
is a **Display**
typeface

Brush Script
is a **Casual**
script typeface

Times is Formal
Fontin is Informal
Goudy Old Style is Classic
Verdana is Modern
Benton Gothic is Light
ChunkFive is Dramatic
Helvetica is Neutral

Benton Gothic Thin **Bold gives Weight**
Benton Gothic Light
Benton Gothic Medium
Benton Gothic Bold

Adobe Caslon Regular
Adobe Caslon SemiBold
Adobe Caslon Bold

Lettering & Typefaces