



This is “Appendix A: Fonts”, appendix 1 from the book Designing Business Information Systems: Apps, Websites, and More (index.html) (v. 1.0).

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Chapter 19

Appendix A: Fonts

19.1 Additional Font Categories

There are several font categories in addition to serif and sans serif fonts that may be utilized.

In earlier chapters, we discussed the difference between serif and sans serif fonts. However, as you might imagine, the story is far more complex than that. There are many more specific font categories. These categories are based on fonts that share certain characteristics. We consider five basic font classifications though there are more. To create contrast, mix fonts from different classifications. Never mix two fonts from the same category—it will look like a mistake. The classifications are adapted from Robin Williams and are shown here enlarged to highlight the differences.

Type Category	Description
<p><i>Serifs are tapered and slanted. Serifs are the ornamental strokes that appear at the ends of letters.</i></p> <p>Oldstyle <small>Caramond</small></p> <p><i>Diagonal stress</i></p> <p><i>Gradual thick/thin transitions</i></p>	<p>Oldstyle is designed to mimic the writing used in Roman inscriptions. Oldstyle is the font you will find in the body text of most books, including this one. It is pleasing to the eye and easy to read.</p>
<p><i>Serifs are thin and horizontal</i></p> <p>Modern <small>Bodoni MT</small></p> <p><i>Vertical stress</i></p> <p><i>Rapid thick/thin transitions</i></p>	<p>Modern is designed to look more mechanical than oldstyle. It became popular during the industrial revolution. The modern style has been around since the 17th century so it is not all that modern by our standards.</p>
<p><i>Serifs are thick and horizontal</i></p> <p>Slab serif <small>Garamond MT Extra Condensed</small></p> <p><i>Vertical stress</i></p> <p><i>Little or no thick/thin transition</i></p>	<p>Slab serif is a variation on modern that is designed to be more eye catching. Think Wild West wanted poster.</p>
<p><i>Flourish Script</i></p> <p>Script</p>	<p>Script is fancy and elegant. It resembles cursive handwriting.</p>
<p>Decorative <small>Cuziz MT</small></p>	<p>Decorative fonts can be used to set a mood—usually playful.</p>

19.2 Combining Fonts and Effects

Combining fonts and effects can also be used to create different looks for fonts.

Normally, this is done to create contrast and visual interest.

The rule for combining fonts is very simple—you may combine fonts in a document as long as each font comes from a **different category**. For example any of the combinations on the opposing page will work.

Want even more drama? Contrasting techniques may also be used in combination for dramatic effect. See examples on opposite page.

Examples of Combining Fonts

<p>Sans serif <small>Calibri</small></p> <p>Oldstyle <small>Cambria</small></p>	<p>The Declaration of Independence</p> <p>We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights...</p>
<p>Slab serif <small>Rockwell</small></p> <p>Oldstyle <small>Garamond</small></p>	<p>The Declaration of Independence</p> <p>We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights...</p>

Examples of Combining Contrasting Techniques

Technique	Example in context
<p>Size & Weight</p>	<p>We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights...</p>
<p>Structure & Color</p>	<p>We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights...</p>

19.3 Font Categories in Detail

Here is a list of categorized fonts that may be available on a Microsoft Office machine:

Oldstyle

Baskerville Old Face
Century
Century Schoolbook
Constantia
Garamond
Georgia
Goudy Old Style
Palatino Linotype
PoorRichard
Times New Roman

Sans Serif

Arial
Albertus
Antique Olive
AvanteGarde
Bell Gothic
Berlin Sans
Calibri
Candara
Century Gothic
CG Omega
Corbel
Dotum
Eras
Franklin Gothic
Gill Sans
Gulim
Kabel
Kozuka
Lucida Sans
Microsoft Sans Serif
Monospac821 BT
MS Reference Sans Serif
MyriadPro
Nina
Raavi
SAS Monospace
Shruti
Tahoma
Trebuchet MS
Tw Cen MT
Univers
Vrinda

Modern

Bell MT
Bodoni MT
Book Antiqua
Century Schoolbook
Modern No. 20
Palatino Linotype
Perpetua
Sylfaen
Times New Roman

Script

Blackadder ITC
Brush Script MT
Bradley Hand ITC
Edwardian Script ITC
Freestyle Script
French Script MT
Flourish Script
Lucida Calligraphy
Lucida Handwriting
Monotype Corsiva
Old English Text MT
Script MT Bold
Staveland
Vladimir Script

Slab Serif

Bernard MT Condensed
Bookman Old Style
Cooper Black
Gloucester MT Extra Condensed
Rockwell

Decorative

ALGERIAN
Blackadder ITC
Bradley Hand ITC
ERCADWAY
CASTELLAR
Chiller
Curlz MT
Gigi
GOUDY STOUT
Jokerman
Magneto
Old English Text MT
Payhill
REVIE
SHOWCARD GOTHIC
Snap ITC
STENCIL
