

**Blackletter: 1454 Gutenberg Bibel**

**ABgh Typeface**

**15th century:**

Typeface used in Gutenberg's press. Gothic influence. Difficult to read.

**Serif-Old Style: Garamond**

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**15-16 c. Renaissance:**

Earliest serif designs. Heavily bracketed serifs, open and rounded design. Classical influences: Golden mean.

**Serif-Transitional: Baskerville**

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**17-18 c. Baroque:**

More contrast between thick and thin parts; wider letters but with more vertical stress.

**Serif-Modern: Bodoni**

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**18-20 c. Industrial Age:**

Pronounced thicks and thins, narrower, vertical stress. Art deco influence.

**Sans Serif: Helvetica**

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**20th c. Modern Era:**

Simple, utilitarian, wide with tall x-height increases readability.

**Slab Serif: Rockwell**

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**Script: Snell Roundhand**

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**1980s-Present: Digital Age:**

Computers have allowed the proliferation of thousands of new typeface designs.

Most are for use in very limited situations. Specialty fonts should not be used for body text, but only in unique designs that might call for unusual typefaces.

**Specialty: Comic Sans**

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