

Body Fonts When choosing fonts for body copy consider the legibility and choose fonts that have a wide variety of styles (bold, italic, condensed, etc.-hint look for the flyout triangles.) Preference for OpenType and Postscript. All samples are 12 pt type

Headline Fonts When choosing fonts for Headlines / Subheads consider the legibility and emphasis. The Fonts should contrast with the body copy in Size, Style or Family to provide emphasis. Preference for OpenType, Postscript over True Type.

| SERIFS | BOLD SERIFS | BOLD SERIFS |
|--------------------|---------------------------|---------------------------|
| Adobe Garamond Pro | <i>Adobe Garamond Pro</i> | Adobe Garamond Pro |
| Arno Pro | <i>Arno Pro</i> | Arno Pro |
| Baskerville | <i>Baskerville</i> | Baskerville |
| Chaparral Pro | <i>Chaparral Pro</i> | Chaparral Pro |
| Cochin | <i>Cochin</i> | Cochin |
| Georgia | <i>Georgia</i> | Georgia |
| Didot | <i>Didot</i> | Didot |
| Adobe Jenson Pro | <i>Adobe Jenson Pro</i> | Adobe Jenson Pro |
| Minion Pro | <i>Minion Pro</i> | Minion Pro |
| Times | <i>Times</i> | Times |
| Pro | <i>Pro</i> | Pro |
| Warnock Pro | <i>Warnock Pro</i> | Warnock Pro |
| SAN-SERIFS | BOLD SAN-SERIFS | BOLD-SERIFS |
| Arial | <i>Arial</i> | Arial |
| Arial Narrow | <i>Arial Narrow</i> | Arial Narrow |
| Euphemia UCAS | <i>Euphemia UCAS</i> | Euphemia UCAS |
| Lucida Grande | <i>Lucida Grande</i> | Lucida Grande |
| Gill Sans | <i>Gill Sans</i> | Gill Sans |
| Helvetica Neue | <i>Helvetica Neue</i> | Helvetica Neue |
| Hypatia Sans Pro | <i>Hypatia Sans Pro</i> | Hypatia Sans Pro |
| Myriad Pro | <i>Myriad Pro</i> | Myriad Pro |
| Optima | <i>Optima</i> | Optima |
| Tekton Pro | <i>Tekton Pro</i> | Tekton Pro |
| Trebuchet MS | <i>Trebuchet MS</i> | Trebuchet MS |
| Verdana | <i>Verdana</i> | Verdana |

Personality Fonts These fonts are usually not well suited for body copy: "Personality Fonts" have characteristics that make strong associations within us. When a designer uses these fonts appropriately (and sparingly) can to help increase the visual communication within the design even before we start to read. Often these faces do not have bold or italic/oblique versions. Many of these fonts can be found in TrueType format and on Free sites. REMINDER: for this class fonts that are not resident on the KVCC computers are off-limits and should not be used for class projects.

| EXTENDED / WIDE | COMIC/ HUMOROUS |
|---|---|
| AdamsWide,Normal HanzelExtended | Java Kick BTN Out Comic Sans MS,Regular |
| CONDENSED | TYPEWRITER |
| Futura, Condensed Medium Asia, Normal | Adler, Regular- American Typewriter, Reg |
| BUSINESS-LIKE | GEOMETRIC |
| Fusi, Normal Impact, Regular | Agency FB , Bold Yellow Magician |
| FORMAL | TECHNO / FUTURISTIC |
| TRAJAN PRO, REGULAR LiberateExtended | Marquette BTN, Regular Museo, 300 |
| CASUAL | FUN |
| Marker Felt, Thin Marker Felt, Wide | Marker Felt, Thin Marker Felt, Wide |
| GRUNGE | HANDWRITING |
| 28 Days Later,Regular 321impact, Regular | BlackJack, Regular Herculanum , Regular |
| LIGHT | SCRIPT |
| Marquette BTN, Regular Quicksand | Jott43Extended,Normal <i>Jott43Extended,Normal</i> |
| POSTER./ BOLD | DECORATIVE |
| Jott43Extended,Normal HanzelExtended | TRAJAN PRO, REGULAR Copperplate, Regular |
| RETRO / HISTORIC | ORNAMENTS / DINGBATS |
| Air Flow BTN, Reg Air Flow BTN, Reg | Zapf Dingbats bm7esqwry Hoefler Hoefleurext |