

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	Marquisee 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
Marquisee 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