Typeface Categories

Typeface categories are groupings based on the visual characteristics and design features of fonts. Understanding typeface categories can help you choose the right font to match the tone and purpose of your brand. Here's a brief guide to the most common categories:

Rounded Serif

Aa

Cooper Black
• Bold, playful, and rounded for a friendly, retro look.

San Serif

Aa

Arial
• Clean, simple, and highly legible with modern, straight lines.

Serif

Aa

Times New Roman
• Traditional, and highly readable with elegant, tapered serifs.

Slab Serif

Aa

Rockwell
• Strong, bold, and geometric with thick, block-like serifs.

Monospace

Aa

Anonymous Pro
• Clean, uniform, and technical with uniformly sized characters.

Script

Aa

Dancing Script
• Fun, lively, and cursive with a handwritten, flowing style.

Handwritten

Aa

Marker Felt
• Casual, expressive, and informal with a marker-like, hand-drawn feel.

Display

Aa

Choret Fudying Bubble
• Bold, fun, and playful with a bubbly, eye-catching style.

Blackletter

Aa

UnifrakturMaguntia
• Ornate, medieval style with sharp, angular, and dramatic letterforms.

...And thats not all!

These are just a few common typeface categories, with many more offering unique styles and endless possibilities for your brand.

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