the holywell font
a guide to type

type classification

SERIF	SANS-SERIF	SLAB SERIF	SCRIPT	MONOSPACE	DISPLAY	BLACKLETTER
Aa	Aa	Aa	Aa	Aa	▲▲	Aa

SERIF
Serif fonts can be categorized into three main groups. Humanist or Old Style, Traditional and Modern.
Baskerville by John Baskerville
(example above)

SANS-SERIF
Sans-Serif fonts similarly, can be seperated into three main groups. Humanist, Traditional and Geometric.
Helvetica Neue by Max Miedinger
(example above)

SLAB SERIF
Slab Serif or Egyptian Serifs, are a type of serif typeface characterised by thick, block-like, rounded or square serifs.
Memphis by Rudolf Wolf
(example above)

SCRIPT
Script fonts are based upon the varied and often fluid stroke created by handwriting. They can be formal and casual.
Shelley Andante by Matthew Carter
(example above)

MONOSPACE
Monospace fonts are fonts whose letters and characters each occupy the same amount of horizontal space.
Courier by Howard Kettler
(example above)

DISPLAY
Display fonts are usually used at larger sizes and not for body copy. They usually have a very bold decorative nature.
KiloGram by Karl Martin Sætren
(example above)

BLACKLETTER
Blackletter fonts are the earliest typefaces used, they resemble the blackletter calligraphy of that period time.
Cloister Black by Morris Fuller Benton
(example above)

TYPE TIPS
Don't use fonts that are too similar to each other

Use fonts that complement and show contrast between sections

Adobe Garamond Pro Regular
Adobe Caslon Pro Regular
Memphis Bold
Pill Gothic 600mg Light

When choosing a typeface for a design don't use fonts that are too similar, they will not provide enough of a counter point for each other. They're basically saying the same thing. Use fonts that complement and contrast with each other. This will give you contrasting flavours and textures.

TYPE TIPS
Some fonts can look good big
but can look thin and fragile when small

Some fonts can look good when used at a larger size, but can look thin and fragile when used small. This can make some font very difficult to read as body copy, and on solid backgrounds, thin strokes may disappear.

TYPE TIPS
Limit yourself.
USE A MAXIMUM OF THREE
contrasting typefaces

Try and limit your design to a maximum of three contrasting typefaces. When using a single typeface, pick a large family with a lot of weights and widths. Too many fonts can make your design messy and show no consistency.

type characteristics

Light	Regular	Italic	Bold	Condensed	Extended	Rounded
Aa	Aa	*Aa*	**Aa**	Aa	Aa	Aa

TYPE TIPS
T 100%
Condensed fonts are not vertically scaled fonts

Condensed fonts can also be know by other font names, narrow or compressed. They can be used to save space. They can be modern, compact and authoritative in feel. Some fonts may not contain a condensed font. So don't vertically scale a regular font to save space. They make the font look squashed.

TYPE TIPS
T 0°
italics are not *slanted* letters

Italics are used to enhance an understanding in text, making it easy to pick out key words. Used to highlight names titles or foreign words in an article.

Some fonts may not contain an italic, bare this in mind when picking a font. Don't force an italic with a pseudo italic.
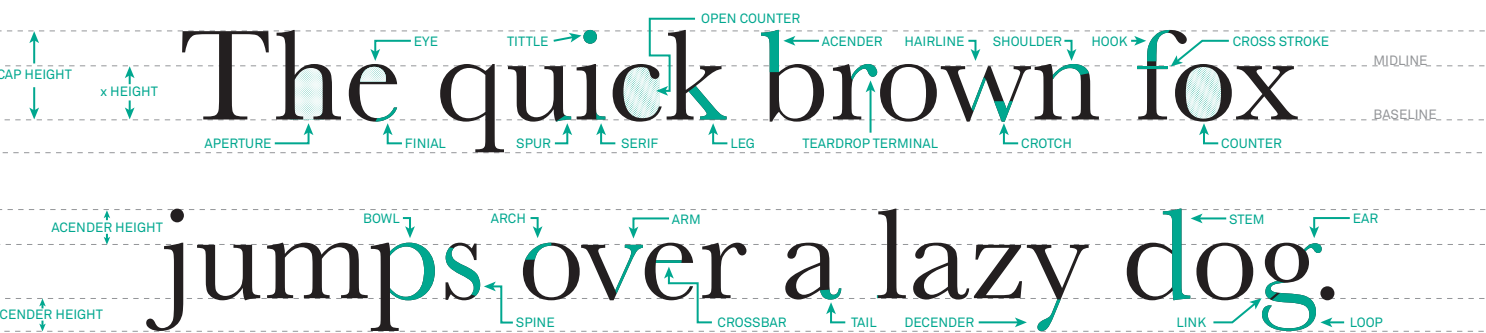
TYPE TIPS
Don't use weights that are too similar to each other

Use weights that compliment and show contrast between sections

Helvetica Neue 65 Medium
Helvetica Neue 75 Bold
Helvetica Neue 75 Bold
Helvetica Neue 45 Light

When designing it is important to develop a hierarchy, between headings, sub-headings and body copy. This can be done with font weight and sizes. It's important not to use weights that are too similar to each other. All though the fonts may be in the same family they are too close to mix well. Use weights that can show a clear contrast between different sections.

type anatomy

The quick brown fox jumps over a lazy dog.

CAP HEIGHT · x HEIGHT · EYE · TITTLE · OPEN COUNTER · ACENDER · HAIRLINE · SHOULDER · HOOK · CROSS STROKE · MIDLINE · BASELINE · APERTURE · FINIAL · SPUR · SERIF · LEG · TEARDROP TERMINAL · CROTCH · COUNTER · ACENDER HEIGHT · BOWL · ARCH · ARM · STEM · EAR · DECENDER HEIGHT · SPINE · CROSSBAR · TAIL · DECENDER · LINK · LOOP

conveying the right message

SAN SERIF Neutral Akkurrat Light	SERIF Classic Bembo Regular	FORMAL SCRIP *Elegant* Shelly Andante	HANDWRITING SCRIPT *Casual* Freestyle Script	SERIF ITALIC *"Quote"* Adobe Caslon Pro Italic	SLAB SERIF **Urban** Memphis Bold	SAN SERIF EXPANDED **Bold!** Swiss 721 Black Ext.
SAN SERIF CONDENSED AUTHORITY Interstate Condensed	MODERN SERIF GLAMOUR Bodoni Book	GEOMETRIC SAN SERIF RETRO Futura Book	MONOSPACED DATA Courier Medium	SAN SERIF ROUNDED Friendly Swiss 721 Bold Rounded	DISPLAY DISPLAY KiloGram	SAN SERIF ITALIC *Let's go!* Helvetica Neue Bold Italic