

# MAKE IT PRETTY

## THE QUICK AND DIRTY: SANS SERIF TYPEFACES

### APEX

Hi, I'm **Apex**. I'm *fun, fresh and open*.

Brands that want to appeal to younger audiences like AT&T, Virgin America and Social Brands all use variations of this font in their communications.



### GOTHAM

Hey there, I'm **Gotham**. I'm *modern, non-offensive and aspirational*.

I'm basically the new Helvetica and you've seen me on Obama signs, at Chipotle, and just about anywhere that wants to look cool without thinking too much about it.



### DIN

Guten tag, I'm **Din**. I'm, *no-nonsense, mechanical, and German*.

You can find me on European road signs, Mazda commercials, and other places where designers want to convey efficiency and modernity.



### TRADE GOTHIC

Hello, I'm **Trade Gothic**. I'm, *clean, informational, and honest*.

You can find me on a lot of infographics and publications that value transparency and visualized data like GOOD magazine.



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## THE QUICK AND DIRTY: SERIFED TYPEFACES

### ARCHER

Hi, I'm **Archer**.

I'm *playful, friendly*  
and *earnest*.

I've been used by brands like Martha Stewart Living and Wells Fargo that want to show off their approachability while not appearing overly trendy.



### PALATINO

Hello, I'm **Palatino**.

I am *sophisticated, elegant* and *classic*.

I'm a popular choice for typesetting novels, but I'm also used by brands such as Cornell University that want to convey a rich sense of history and tradition.



Cornell University

### LUBALIN GRAPH

Oh hey, I'm **Lubalin Graph**.  
I'm, *hip, geometric*, and a  
little bit *retro*.

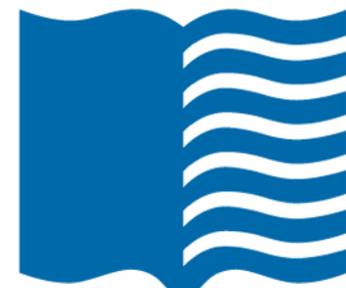
Trendsetting brands like Nike and The Melt use me to give themselves a subtle edgy-cool that is still appealing to a lot of customers.



### TRAJAN

NICE TO MEET YOU, I'M **TRAJAN**.  
I'M, *STATELY, IMPORTANT-*  
*LOOKING, AND SMART*.

I'M POPULAR THESE DAYS WITH  
POLITICIANS LIKE MITT ROMNEY  
AND COLLEGES LIKE COLUMBIA  
THAT WANT TO CONVEY  
GRANDEUR AND INTELLIGENCE.



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