

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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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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