

# Typefaces: the Good, the Bad, and the Ugly

## THE GOOD

### Serifs

- Baskerville
- Bembo or Adobe Text Pro
- Caslon
- Garamond
- Galliard or Jenson
- Goudy
- Joanna
- Minion
- Perpetua
- Serifa
- Walbaum or Expo Serif Pro

### Didones

- Bodoni
- Didot

### Slab Serif

- Rockwell or Adelle

### Sans Serif

- Frutiger or Museo
- Franklin Gothic
- Futura
- Gill Sans
- Helvetica
- Helvetica Neue
- Meta
- Myriad
- Rotis Sans or Dagny Pro
- Syntax or Expo Sans Pro
- Univers or Stevie Sans

## RESOURCES

Typekit is your main resource

- Emigre
- Font Font
- ITC Fonts
- MyFonts.com
- T26
- Typography.com
- Veer

## THE BAD and THE UGLY

(this is a partial list. We could go on and on and on....)

- Alfredo
- Aladdin
- Comic Sans
- Lithos
- Papyrus
- Remedy
- Sand
- Anything named after a place you can live (New York, etc.)
- Anything you get off a "pirate font" site
- Be wary of most script and use only when totally appropriate

Watch misusing specialty faces such as:

- Copperplate
- Eurostyle