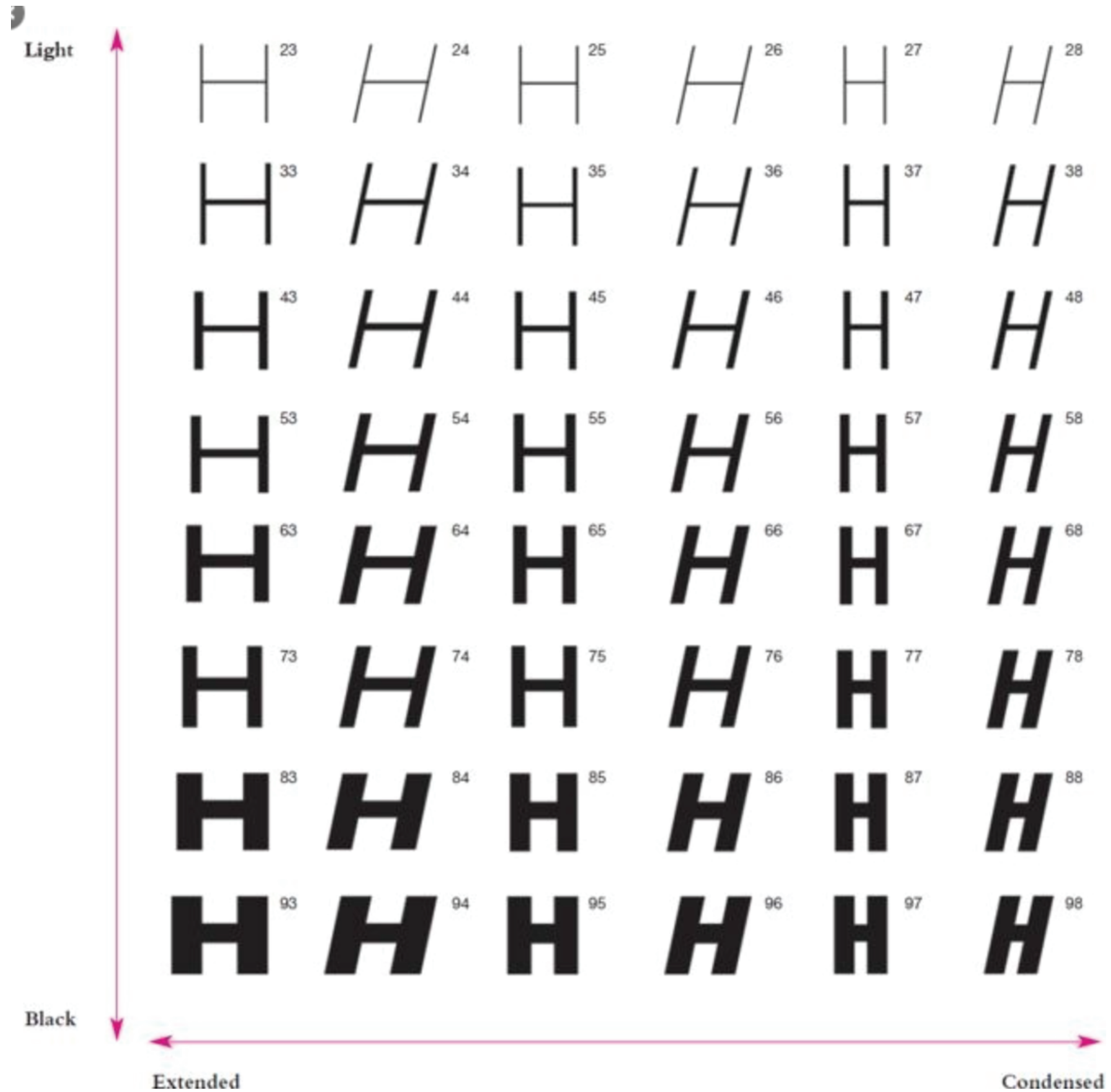


# Frutigers Scale





Unfilled

Filled

Pen

Unfilled

Based on middle ages  
hand written fonts.

# Old Style

Usually found in the  
15th - 16th Century

Slight change  
in stroke width

*italics*

Used to be a category  
all to itself.

*Created for the  
need to condense text*

# *Scripts*

used commonly for  
weddings, other 'fancy' events

*Based on engravings  
and calligraphy*

# Transitional

Tools becoming more precise;  
professional typographers  
becoming extraordinarily skilled

Higher Contrast in  
stroke weight

# Modern

Extremely high stroke contrast  
(mid 18th Century)

Widespread use of  
Hairline serifs



# Slab Serif

Sometimes classified as  
egyptienne style type.

Created for being  
viewed at far distances

# Sans Serif

First introduced by William Caslon

Low stroke contrast