

Are You *mY* type?

Ever wonder what type you were meant to be with? Well look no further. The following examples and written tips will help you find your true type!

There are 29 different characteristics of type which make up font styles. Here is the entire list.

- Apex
- Arm
- Ascender
- Ascender Line
- Bar
- Base Line
- Bowl
- Bracket
- Cap Line
- Counter
- Cross Stroke
- Crossbar
- Descender
- Ear
- Leg
- Loop
- Lower Bowl
- Mean Line
- One Storey
- Serifs
- Splayed
- Spur
- Stem
- Tail
- Two Storey
- Upper Bowl
- Vertex
- Waist Line
- X Height

While you may never consciously notice the typefaces used on a printed page, they subconsciously affect the way you feel about the page. They can be formal or casual, modern or traditional, serious or friendly, cool or warm.



Custom fonts are used by automobile manufacturers to help distinguish their vehicles from their competitors.



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The type face or font to the left, is a good example of a sans-serif type face. The lack of any spurs, ears, and tails make this a sans-serif typeface.



The type face or font above, is a good example of a serifed type face. The little curved radius between the leg and the base of the type is called the serif.

All typefaces give the reader a certain feeling, or impression. While most readers won't consciously notice that the typeface is conveying anything more than the words on the page, they do make a difference.

That's why the next step is to choose one of the following impressions:

Friendly or **SERIOUS**.

Cool or **Warm**.

Modern or *Traditional*.

Tip: While these are the most basic categories, obviously in real life there progressively smaller categories you can use to focus in on the type of your dreams.