

High School Cliques

Typeface Classifications

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High school cliques cannot be avoided. They are a common sight in any typical high school, due to the numerous personalities of teens. Cliques are who you are and how you are labeled, often based on personality and physical appearance.

With this in mind, I chose to sort the wide variety of typefaces that exist into high school cliques. The following one hundred and forty-eight typefaces have been categorized into eleven different groups, based on their visual impact and feel.

Each category includes a short description of each clique and why those certain typefaces fall into that group. Along with a description, is a list of all the typefaces in that certain category and a comparison between different groups. Also, just as different cliques in high school all have their leaders, I provided one typeface that best describes the look of the group; thus making them the leader of that group.

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Description of group

Our jocks, the manly men, are one of our most commonly used typefaces. In high school, our jocks' popularity is due to their good looks and active involvement in sports. Our jock typefaces are popular due to their simple, legible look. All of these typefaces are sans serifs, which make them even more simplistic and easy to read, just like any stereotypical male.

Jocks vs. Cheerleaders

Just like males and females are different, so are our male and female typefaces. Our jocks have a simple exterior and are easy to read as compared with our cheerleaders who have a decorative finishing stroke. The jock typefaces keep things as simple and to the point as possible. There is no confusion and decoration added to what they are trying to say.

Representative face, fonts, family

Helvetica

Bold

Regular

Oblique

Bold Oblique

Faces in group

Univers

Futura

Helvetica

Gill Sans

News Gothic

Trade Gothic

Franklin Gothic

Avant Garde Gothic

DIN 30640

Officina Sans

Stone Sans

Myriad Pro

Frutiger

Eras

Folio

DIN 1451

Trade Gothic

Helvetica Neue

Description of group

Just as our jocks are very popular and commonly used everyday, these typefaces are our female version of this popularity. Our cheerleaders' simple and legible letters are what make them so commonly used. All of the typefaces in this group have serifs or a finishing stroke which add a decorative, feminine look to them. This decorative finishing stroke is the main difference between our jock and cheerleader typefaces.

A **c** B **u** C **t** D **e**

- A Rounded end points
- B Thick to thin strokes.
- C Irregularity of serifs
- D Thin Crosstroke

Representative face, fonts, family

Times New Roman

Condensed

Condensed Italic

Bold Condensed

Regular

Italic

Bold

Bold Italic

Faces in group

Times New Roman

Perpetua

Minion Pro

New Caledonia

Melior

Janson Text

Plantin

Caslon 3

Caslon 540

Bembo

Garamond 3

Dante

New Baskerville

Granjon

Goudy Oldstyle

Sabon

Centaur

Caslon 224

Century Expanded

Goudy Modern

Garamond

Palatino

Galliard

Stone Serif

Bookman

Garamond Pro

Jenson Pro

Century Old Style

Trump Mediaeval

Aldus

Bulmer

Caslon Pro

Fairfield

Fournier

Clarendon

Description of group

The perfectionist is all about having everything perfectly aligned and in order. These few typefaces are the ones who follow this perfect pattern and never stray from their perfectionist vision. Their straight un-bracketed serifs connect at a ninety degree angle to the letter form. They also tend to be easily legible and follow in the footsteps of some of our math nerds with their perfect geometric circles.

A **b** B **o** C **r** D **e**

- A Un-bracketed serifs connecting to perfect circle
- B Perfect circle with no moderation in stroke
- C Straight 90 degree angle connecting to letter form
- D Straight cross stroke

*Representative face, fonts, family***Rockwell****Condensed****Bold Condensed**

Light

*Light Italic***Regular***Italic***Bold*****Bold Italic*****Extra Bold**

*Faces in group***Officina Serif****Serifa****Lubalin Graph****Glypha****Memphis****Rockwell**

Description of group

These typefaces, commonly used to portray a personal handwritten look, use cursive to emote a romantic feel. They are most commonly characterized by their slanted and connected lettering. Their extended lines and strokes help the letters flow rhythmically into each other. Geometric shapes or harsh lines are the last things you will see in these typefaces.

Romantics vs.

Math Nerds

As mentioned above, our romantics and math nerds are nothing but opposites. The comparison between the two makes the pleasant flow and romantic feel clearly visible in our romantic typefaces. Unlike the math nerds, which are all very geometric and harsh lines, our romantics have curvy mystical lines and flowing cross strokes.

Representative face, fonts, family

Ex Ponto Pro

Light

Regular

Bold

Faces in group

Arcana

Banshee

Brioso Pro

Brusch Script

Briem Script

Bickham Script

Coronet

Ex Ponto Pro

Mistral

Park Avenue

Poetica

Flora

Zapf Chancery

Description of group

Defined either by their squared off or evenly spaced letters, these typefaces obviously belong to that of our math nerds. The typefaces in this category are all geometric in some way. While some have serifs and some do not, it is not a defining characteristic of the group. Their harsh straight lines or perfectly rounded lines always relate back to some mathematical reasoning for the shape of their letter.



- A - Square shape inside the O
- B - Squared off D instead of rounded
- C - Geometric shaped S, almost square shaped
- D - Rounded b with no tail

*Representative face, fonts, family***Briem Akademi**

compressed
 Semibold compressed
 Bold compressed
 Black compressed
 Condensed
 Semibold Condensed
 Bold Condensed
 Black Condensed
 Regular
 Semibold
 Bold
 Black

*Faces in group***Briem Akademi***Calcite Pro***MACHINE**

Industrial

OCR A

Eurostile

Kabel

Kabel

Bauhaus

ORATOR

Letter Gothic

Courier

OCR B

Description of group

The goths, with their heavy lettering and exaggerated cross strokes, set them apart from the crowd. Easily recognizable due to their decorative capital letters and tall narrow feeling are what allow these typefaces to leave a very distinct feel on the page. They tend to have a dark, abstract feel to them and are used in very specific settings.

Goths vs.

Perfectionists

Comparing our goths exaggerated cross strokes and thick lettering with our perfectionists' legibility, we see how they truly differ immensely. Our Goths have a much darker feel to them, unlike our perfectionists that are very straightforward and exact.

Representative face, fonts, family

Notre Dame

Ornaments - ' 3 | 4 |

Roman

Faces in group

Clairvaux

Fette Fraktur

Goudy Text

Notre Dame

Wilhelm Kingspor

Arnold Boecklin

POMPEIJANA

Description of group

Strong and bold differentiate these typefaces and make them stand out above all others. Their heavy strokes and stature take over the paper drawing in the readers eye. This attention and feel gives them a bully like control. Bigger and more intense than other typefaces, they climb their way to the top.

Bully vs.
Jock

Comparing our two typefaces above we can see how our bully typeface really overtakes the jock with its size. Even though our jock is typically big and strong due to his involvement in sports, he is still not as strong and impactful as our bullies. Also unlike our jocks, our bullies include both serif and san-serif typefaces, but this is not an important aspect to the group.

Representative face, fonts, family

Aachen

Bold

Faces in group

Aachen

NEULAND

Cooper

STENCIL

Goudy Heavyface

Bernhard

Impact

Franklin Gothic

Helvetica Inserat

Helvetica rounded

Goudy

Minion

Description of group

The egotistical category is home to our one and only all capital letter forms. These typefaces are certainly proud to say they come in only caps. They enjoy thinking they are more important than other typefaces that come with both upper and lower case letters. Although each egotistical typeface is big headed in their own unique way, they remain categorized together for their big egos and vain thinking.



- A In between san-serif and serif
- B Rounded letter forms
- C Long, extended serifs
- D Exaggerated thick to thin lines

Representative face, fonts, family

TRAJAN PRO

REGULAR

BOLD

Faces in group

LITHOS PRO
 COPPERPLATE GOTHIC
 TRAJAN PRO
 ENGRAVERS
 HERCULANUM
 CHARLEMAGNE

Description of group

This group combines a variety of different typefaces. They are confused in their direction and not quite sure where they want to belong. Some hold qualities of both serif and sans-serif, making it hard to decipher which category they truly belong in. Others have abnormal strokes or characteristics. Most of these typefaces do not fit in easily with others and leave them confusing to define.



- A Rounded serifs
- B Pointy and straight end points
- C Irregular serif and san-serif
- D Abstract strokes

Representative face, fonts, family

Americana

Roman

Italic

Bold

Extra Bold

Faces in group

Optima

Albertus

Friz Quadrata

Stone Informal

Americana

Myriad

American Typewriter

Tekton Pro

Bernhard Modern

Bodoni

Onyx

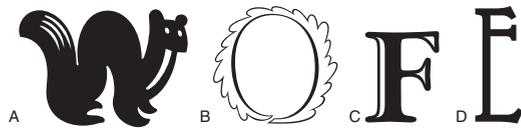
Didot

ANNA

Arcadia

Description of group

Just like a class clown, funny and unexpected, these typefaces are not your normal everyday classmate. They exist to brighten your day and make it more interesting. These typefaces unlike your typical jock or cheerleader are often comical and fun to look at it. Characterized by their decorative strokes or pictorial shaped letters, these typefaces are important when it comes to making a very unique look.



- A - Pictorial shapes
- B - Decorative letters
- C - Shadowing or shading on letters
- D - Irregular strokes and high cross bars

Representative face, fonts, family

CRITTER

REGULAR

Faces in group

PEIGNOT

CRANDER

CRITTER

CUTOUT

GILL FLORIATED CAPS

MYTHOS

(N)ATIONAL (C)ODE (P)I

UMBRA

FLOOD

Caslon Openface

Garamond Handtooled

ECCENTRIC

Description of group

Unlike everyone else, these kids want nothing to do with the “in” groups. Instead of the typical letter shape, our awkward kids choose to portray themselves with ONLY pictures and symbols. These typefaces can only be accessed through the glyphs option. The pictures and symbols have a wide variety ranging from circled numbers to pointing fingers. Just as any awkward kid in high school, these typefaces are completely different than everyone else.



CLASS CLOWNS

As seen above, our awkward kids do not even fit in with the class clowns, who also tend to be different from everyone else. Although they both use pictures, our class clowns still maintain their letter form. Our awkward kids choose only to use symbols or glyphs.

Representative face, fonts, family



Faces in group

Astrology Pi



Audio Pi



Border Pi



Decoration Pi



European Pi



Game Pi



Holiday Pi



Sonata



Warning Pi



Wood Type Ornaments



Zapf Dingbats



MICR

