

LINDSEY NAYLOR

TYPEFACE WORKPLACE



A TYPOGRAPHIC TAXONOMY

LINDSEY NAYLOR

TYPEFACE WORKPLACE

A TYPOGRAPHIC TAXONOMY

What do you want to be when you grow up? Ask this question to a wide variety of typefaces and here you have it. There are certain personality traits that determine what you do for a living. The task of assigning such characteristics to letterforms has been achieved in the following pages, so come explore the Typeface Workplace!

Career Choices:
Business Professionals
Elementary School Teachers
Computer Programmers
Fashionistas
Writers
Artists
Librarians
Historians
Salespeople

These typefaces are simple and direct. They communicate clearly and efficiently without any distracting or fancy qualities. These typefaces are serious; they mean business.

1 h 2 e 3 r

1 Sans serif letterforms

2 Simple and legible

3 Plain enough just to convey a message

News Gothic

Regular

Oblique

Bold

Bold Oblique

DIN 1451

Helvetica

Futura

Folio

Frutiger

Gill Sans

Myriad Pro

News Gothic

Officina Sans

Optima

ORATOR

Trade Gothic

Univers

These typefaces are reminiscent of the days of just learning to write. They look as though they are found on an alphabet poster in a second grade classroom. The letterforms are simple, clear, and wide enough to be easy to read and write.

1 m 2 a 3 d

- 1 Wide, legible letterforms
- 2 Rounded, circular
- 3 Clean, simple

ITC Lubalin Graph

Regular

Oblique

Bold

Bold Oblique

Americana

American Typewriter

Avant Garde Gothic

Clarendon

Courier

Eras

Glypha

Letter Gothic

Lubalin Graph

Memphis

Rockwell

Serifa

Stone Informal

Tekton Pro

Computer Programmers

These high-tech typefaces all have a electronic, angular quality. These geeky letterforms can be found anywhere from text messages to video games.

1 r 2 a 3 k

1 Simple geometric shapes instead of smooth curves

2 Square letterforms

3 Sharp angles

Calcite Pro

Briem Akademi

Eurostile

Industria

MACHINE

OCR A

Briem Akademi

Regular

Semibold

Bold

Black

These high-class, edgy, and sophisticated typefaces could only fall under one category: fashionistas. With unique, eye-catching features, these dressed up letterforms cause you to look twice.



- 1 Small capitals for a unique look
- 2 Tall letterforms that demand your attention
- 3 Distinct characters not found in other typefaces

PEIGNOT

Light
Demi
Bold

Albertus

ANNA

ARCADIA

Arnold Böcklin

Bauhaus

Bernhard Modern

Bernhard

ECCENTRIC

Friz Quadrata

Kabel

Onyx

PEIGNOT

Writers

These typefaces resemble that of a writer's pen flowing across a page. They all have an italic handwritten feel resulting in fancy and romantic letterforms, or more casual scrawl.

1 *r* 2 *a* 3 *g*

- 1 Cursive letterforms
- 2 Letterforms leading into the next letterform
- 3 Long flowing descenders

Arcana

Banshee

Bickham Script

Brush Script

Coronet

Ex Ponto Pro

FLOOD

Mistral

Park Avenue

Poetica

Zapf Chancery

Ex Ponto Pro

light

Regular

Bold

Artists

The following typefaces express their creativity in a strong visual manner. Quirky and fun, these artsy characters are truly one of a kind.



- 1 Resemblance to something other than text
- 2 Letterform not found in other typefaces
- 3 Strong capital letters

CRITERION

CRITTER

CUTOUT

GILL FLORIATED CAPS

MYTHOS

POMPEIJANA

STENCIL

UMBRA

CRITTER

REGULAR

Librarians

You can find these typefaces buried in novels at the library. They use simple readability to tell a story. These timeless letterforms resemble those found in classic books as well as the stories of today.

1 d 2 o 3 e

- 1 Traditional seriffs
- 2 Highly readable
- 3 Common usage in books

Centaur

Regular

Italic

Bold

Bold Italic

Aldus

Bembo

Bodoni

Bookman

Brioso Pro

Bulmer

New Caledonia

Caslon 540

Centaur

Century Old Style

Dante

Fairfield

Fournier

Galliard

Garamond

Granjon

Goudy

Janson Text

Melior

Minion Pro

Palatino

Perpetua

Plantin

Sabon

Trump Mediavel

Historians

These typefaces are stuck in the past. Obsessed with antiquity, they can be found in ancient Greece, the Gothic Era or even the Carolingian Empire. They have characteristics of letterforms found on monuments and scripts from former centuries.

1 **A** 2 **P** 3 **E**

- 1 Relevant to an ancient time period
- 2 Could be easily read from an inscription
- 3 Capital letters that predate the invention of lowercase

LITHOS PRO

EXTRA LIGHT

LIGHT

REGULAR

BOLD

BLACK

Clairvaux

CHARLEMAGNE

COPPERPLATE GOTHIC

ENGRAVERS

Fette Draktur

Goudy Text

HERCULANUM

LITHOS PRO

Notre Dame

TRAJAN PRO

Wilhelm Klingspor Gotisch

These typefaces have a message to get out and they want you to notice! As salespeople, they present themselves in only the boldest and most viewer-friendly letterforms.



- 1 Thick strokes
- 2 Easily identifiable letterforms
- 3 More rounded forms that make it approachable to viewer

Goudy Heavyface

Regular

Italic

Aachen

Cooper

Franklin Gothic

Goudy Heavyface

Helvetica Rounded

Impact

NEULAND