

FONTS

Serif & Non-Serif

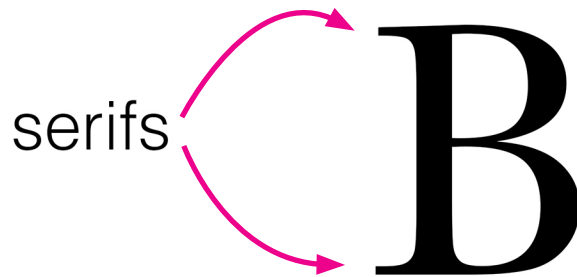
The
Build Your Book Course



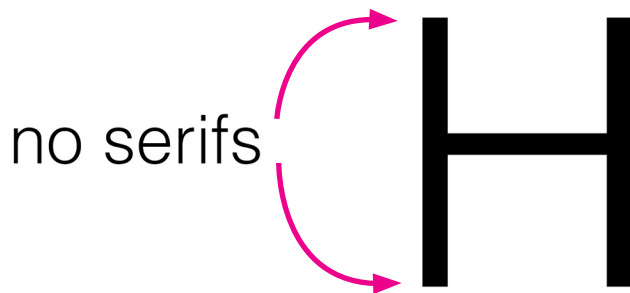
with Angela Treat Lyon

SERIF AND NON-SERIF FONTS

This is a serif font
(Baskerville regular)



This is a non-serif font
(Helvetica light)



SERIF AND NON-SERIF FONTS

“...In typography, a serif is the small extra stroke found at the end of the main vertical and horizontal strokes of some letters. Some serifs are subtle and others are pronounced and obvious. In some cases, serifs aid in the readability of a typeface. The term “serif fonts” refers to any style of type that has serifs....” [SOURCE](#)

“...A category of typefaces that do not use serifs, small lines at the ends of characters. Popular sans serif fonts include Helvetica, Avant Garde, Arial, and Geneva. Serif fonts include Times Roman, Courier, New Century Schoolbook, and Palatino. According to most studies, sans serif fonts are more difficult to read....” [SOURCE](#)

A Serif font has extensions at the top and bottom of each letter. The word “sans” (in French) means without. So sans serif would be without the serifs or “feet.” A classic example of a sans serif font would be Arial.

According to research, without the serif, the brain spends a longer time identifying the letter because the shape is less distinctive.

In printed work, it is common to use a serif font for the body of the work. A sans-serif font is often used for headings, table text and captions.

Serif fonts are easily readable at small body copy sizes, and Sans Serif fonts really stand out in large titles.

Baskerville

Georgia

Helvetica

Arial

PT Sans

PT Serif

Verdana

Title

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SERIF AND NON-SERIF FONTS

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As you can see, there is a huge opportunity to play with fonts! Google 'free fonts' and you'll see a slew of cool fonts. Choose one that reflects the mood of your book. Always check to see if the font is OK to use commercially! Always make sure the fonts you choose are easy to read.