

## Typography 01

One of the rules of design when using type is used typefaces that stand the test of time.  
The following are typefaces that are classic.

### *Serifs*

Caslon Century  
Garamond Baskerville  
Goudy Bookman

### *San serifs*

Helvetica Franklin Gothic  
Futura Gill Sans  
Century Gothic Optima

### *Optional*

Times Tahoma  
*Brush Script* **Cooper Black**  
**BlackOak** Rockwell  
Eurostile **Impact**  
*Edwardian Script* News Gothic  
Lucida

*Do Not Use:*

Comic Sans Verdana  
**Bauhaus** Myriad  
Geneva  
Curlz Monaco  
Giddyup Courier  
Mistral HERCULANUM  
Chalkboard Papyrus  
**COPPERPLATE** **Matura**  
**Kino** *Calligraphy Style*  
*Zafino* (Chancery)  
**Hobo**

October 4, 2008 – Dr. Paula DiMarco  
**Graphic Design Workshop**  
Smart Day—California State University, Northridge

**Type terms you should know**

Kerning  
Leading

X-Height  
Baseline

Serif  
San serif