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
Bauhaus
Curlz
Giddyup
Mistral
Chalkboard
Copperplate
Kino
Zafino
Verdana
Myriad
Geneva
Monaco
Courier
Herculanum
Papyrus
Matura
Calligraphy Style
(Chancery)
Hobo
Type terms you should know

Kerning
Leading

X-Height
Baseline

Serif
San serif