Typography

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Letters which stand up straight are called *Roman*, and those that slope forward are called *Italic*. Almost all type can be categorized into two basic kinds of typeface - *Serif* and *Sans Serif*. The serif letter form is distinguished by a short stroke that projects from the ends of the character. Those letter forms without the short stroke are known as Sans Serif, from the French word *sans*, meaning without.

Roman
Italic
Serif
Sans Serif

■ Type terminology derives from original setting in metal type.

■ Differing methods for measuring type.

Light	*Light Italic*	* Ultra Light
Light Condensed	*Light Condensed Italic*	* Ultra Light Condensed
Light Expanded	*Light Italic Expanded*	* Ultra Light Expanded
Medium	*Medium Italic*	**Extra Bold**
Medium Condensed	*Medium Condensed Italic*	**Extra Bold Expanded**
Medium Expanded	*Medium Italic Expanded*	**Extra Bold Expanded**
Bold	***Bold Italic***	* **Ultra Bold**
Bold Condensed	***Bold Condensed Italic***	* **Ultra Bold Condensed**
Bold Expanded	***Bold Italic Expanded***	* **Ultra Bold Expanded**

* These examples are set in *Helvetica*, as the full range of styles was not available in *Univers*.

upper case character (CAPS) lower case character (l.c.) ascender

cap height (key size)

Typography

type size (point)

x-height

base line descender counter serif