





- **Typeface/Font Family** - the design of the letters
- **Font** - the style applied to the letters

*Century Gothic*

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*Century Gothic Italic*

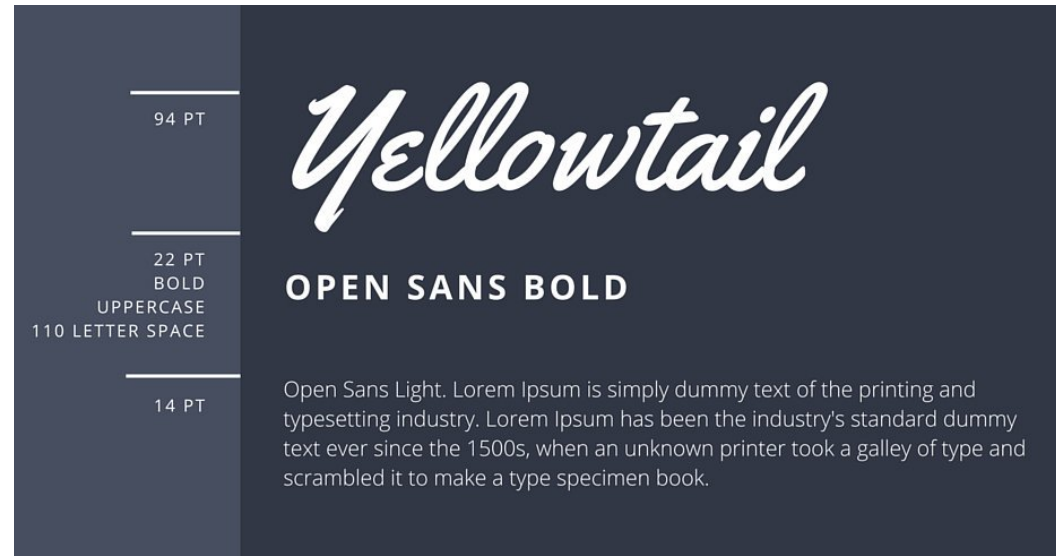
***Century Gothic Bold***

***Century Gothic Bold Italic***



- **Typography**  
< the art & technique of arranging type

effectively pairing >  
fonts together



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*CATEGORIES*

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*of*

**FONT**

# Serif

*(with feet)*

- Comfort
- Traditional
- Respectable
- Established

# Sans Serif

*(without feet)*

- Stability
- Clean
- Sensible
- Modern

*script*

- Personal
- Creative
- Fancy
- Elegant

# MODERN

- Chic
- Expensive
- Smart
- Stylistic



# DISPLAY

- Friendly
- Quirky
- Expressive
- Flashy