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The Application of Fonts The application of fonts is a complex, and sometimes controversial thing. What can fonts do? What can't they do? There are no clear cut answers, but one thing is for sure: what you use in your work will say or mean something about your process and approach to design. It's an important decision for any designer to make, so let's take a look at 10 popular types of fonts and figure out what makes them different from each other. 10 Fonts That Differ The Most: Serif vs Sans-Serif vs Script Serif fonts were created by type designers back in the late 18th century. The term itself was coined in France by a type designer named Firmin Didot, and was initially used to refer to Latin typefaces with small feet or accents on the ends of the letters. These typefaces were intended to add structure and rigidity to printed work, and became popular in modern typography for their decorative qualities. Sans-serif fonts were not created until much later, in the early 20th century. Many people think that these fonts are more conservative than serif fonts, but a better description would be "clean" or "simple." Sans-serif fonts do not have any small embellishments on the lettering. Script fonts on the other hand are by far the most creative of all typefaces. They were first developed by Aldo Novarese, a type designer from Italy, in 1968. Script fonts are very loose, and can come in many different shapes and forms. They also have no small embellishments on the lettering, which makes them more modern than serif fonts. 10 Fonts That Differ The Most: Typewriter vs Monospaced vs Sans-Serif Through the 1960s, typewriter fonts had been gaining popularity with designers for their legibility on large amounts of text. When monospaced fonts were invented in the 1970s, they symbolized the end of typewriter fonts. Monospaced typefaces are based on the typewriter typefaces, but they are usually much more modern. They do not contain any small embellishments or decorative elements like serif fonts or script fonts. Sans-serif fonts were also born in the 1970s, but these typefaces are not always used for all-caps text. Today there are many different sans-serif typefaces that have been created to suit different designs and tastes. It's common for designers to use several sans-serif typefaces when creating a wordmark, logo or typography piece. 10 Fonts That Differ The Most: Shadow vs Expanded Expanded typefaces are similar to shadow typefaces. They are born out of the idea that less is more. An expanded typeface can be used in many different ways, and is commonly used for headlines. But how are they different from shadow typefaces? Shadow fonts have long been popular with designers, but they became even more popular when Apple introduced real-time shadows to their operating system back in 2001. Shadow fonts are not as flexible as expanded fonts, because they are often hard to read on large text. Also, it's important to take note that the shadow may not always be visible on certain types of backgrounds.

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