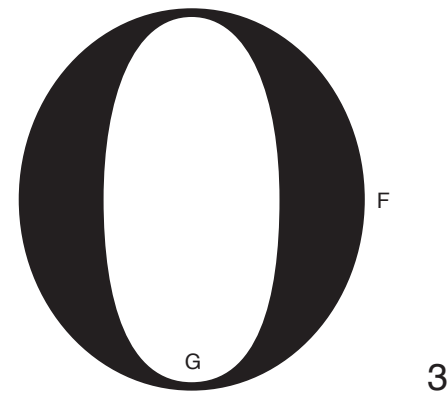
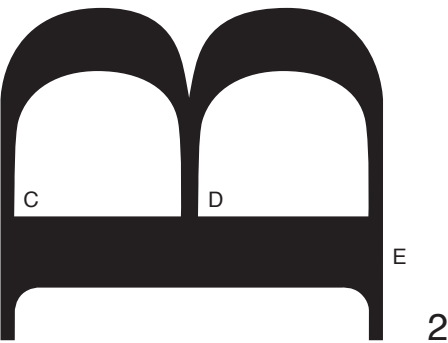


TYPE CLASSIFICATION AND ANATOMY



A **Terminal** B **Serif** C **Eye** D **Crossbar** E **Stem**
F **Thick Stroke** G **Counter** H **Bowl** I **Apex** J **Vertex**

1. **Old Style Serif** Heavy serifs and relates to calligraphy. I found this letter on a church sign in Detroit. 2. **Transitional Serif** More upright with sharper serifs. I found this letter on a Bubba Gump bus in Chicago. 3. **Modern Serif** Thin, straight serifs and vertical stress. I found this letter on the back of a one dollar bill. 4. **Slab Serif** Uniweight and serifs are same weight as the stems. I found this letter on a sign in Detroit. 5. **Humanist Sans** Irregular with thick and thin line weight. I found this letter on a hotel sign in downtown Chicago. 6. **Transitional Sans** Stripped of details and has an even stroke. I found this letter on a sign for the DIA. 7. **Geometric Sans** Sharp points and geometric shapes. I found this letter on an exterior street sign for a law firm in downtown Milwaukee.

