2. DVD *PRO

TRUMP TOWN PRO!

<The Slab Serif Typefamily>

Founded sometime around 1815 by Vincent Figgins, the slab serif typeface [aka: "the square serif"] is an evolved form of [or a distant cousin of] the serif typeface and family which had its brackets and its contrast between thick to thin mechanical characteristics [a staple physical atrribute of the serif: Oldface, Transitional, and Modern] removed from its anatomy.

"Trump Town Pro," a geometric slab serif, which has modernistic and progressive attributes is featured here as a visual example of the typical anatomy, and structure of a slab-serif typeface.