

# FONTS+TYPEFACES

Typeface = The Cookie  
Font = Cookie Cutter  
Typography = All Cookies

## STYLES

## WHAT IS IT?

## EXAMPLE

### SERIF

Small decorative lines added at the ends of the letter forms. Can be used for everything.

VOGUE

### SANS SERIF

No embellishments on the letterforms, more modern. Can be used for everything.

Google

### SLAB SERIF

Type of serif with thick, block like serifs. Best for headlines or subheadlines.

SONY

### SCRIPT

Fancy and flowing, often used for logos, headlines or quotes. Not suitable for body copy.

Cadillac®

### HAND-WRITTEN

Look as though hand-written. Good for logos, headlines or quotes. Not suitable for body copy.

Paul Smith