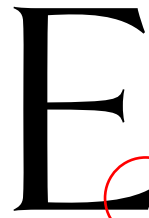


What is a serif? And what is sans serif?



This is a serif

According to the Oxford English Dictionary, a serif is a fine cross stroke at the top or bottom of a letter. The term, which probably entered the English language in the 1830s, is of uncertain origin. It certainly has not been a part of the vocabulary of typographers since the beginning of moveable type. But since being introduced, the term has come to refer to the typefaces characterized by increased size of the ends of the strokes making up a letterforms. The uppermost font at the left and the text of this paragraph are set in a serif typeface.



A sans serif font

Sans Serif is a name given to all fonts that do not have serifs. The font at the upper right of this page and the text of this paragraph are set in a sans serif typeface.

