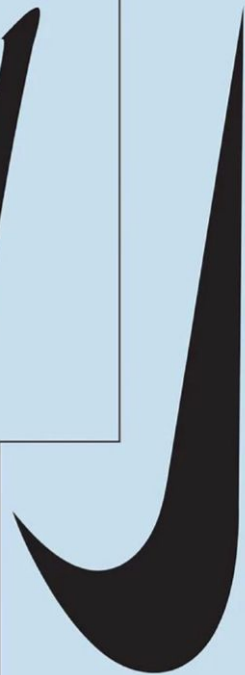




# Script



NIKE / PUMPER / PUMPER HOOD / VANTAGE / CASCARA / 2010



They appear in the early twentieth century and with the advent of photo-composition in the early-1950s their number rapidly increased. They were popularly used in advertising in Europe and North America into the 1970s. Examples of casual script types include Brush Script, Kaufmann and Mistral.

1 2 3 4 5 6 7 8 9 0  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z





# Decor -ative



NIKE / LD WAFFLE / SACAI X LD WAFFLE 'GREEN GUSTO'



Decorative fonts (aka Ornamental or Display fonts) are the most diverse category of typefaces. They became popular in the 19th century on posters and advertisements as a form of font design that was eye-catching and unlike any other that had been used up to that time.

1 2 3 4 5 6 7 8 9 0  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z



# Black Letter



NIKE / CORTAZ / CORTAZ BASIC LEATHER ON 'FORREST GRIP'



45 DEGREE ANGLE

Blackletter (sometimes black letter), also known as Gothic script, Gothic minuscule, or Textura, was a script used throughout Western Europe from approximately 1150 until the 17th century. It continued to be used for the Danish language until 1875, and for German, Estonian and Latvian until the 20th century.



1 2 3 4 5 6 7 8 9 0  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z



# Sans Serif



NIKE / AIR MAX 90 / OFF-WHITE X AIR MAX 90 'THE TEN'

# E

It is now known that the inspiration was more classical antiquity, and sans-serifs appeared before the first dated appearance of slab-serif letterforms in 1810. The Schelter & Giesecke foundry also claimed during the 1920s to have been offering a sans-serif with lower-case by 1825.



1 2 3 4 5 6 7 8 9 0  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z