

Slab Serif Type A Century Of Bold Letterforms

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The slab serif typeface—in their classic form, wood types made for large-scale posters, ads, and newspapers—may not be as all-purpose as the gothic or sans serif, but it is equal, if not more powerful, in graphic appeal. Since being introduced in the nineteenth century, slabs have become ubiquitous and are today as popular as ever.

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Slab serif lettering and typefaces appeared rapidly in the early nineteenth century, having little in common with previous letterforms. As the printing of advertising material began to expand in the early nineteenth century, new and notionally more attention-grabbing letterforms became popular. Poster-size types began to be developed that were not merely magnified forms of book type, but very ...

~~Slab serif - Wikipedia~~

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Part of the serif family of typefaces, slab serifs feature those one-of-a-kind feet or little attachments at the ends of the strokes of individual characters in a typeface. Uniquely, these serifs took the world by storm all of a sudden back in the early part of the 19th century, when more and more typographers and designers began to use them in widespread fashion.

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Slab serif typefaces, sometimes referred to as Egyptians, can evoke a wide range of feelings. Slabs in the Clarendon style can bring to mind the Old West, while other slabs based on neo-grotesque and geometric models can take on a more contemporary feel. Traditionally, slab serifs have been used for display text, however, some slab serifs can work well for setting body text – the Amazon Kindle uses PMN Caecilia as a default body font.

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In the mid to late nineteenth century, it became popular for type foundries to offer reverse-contrast variants of Clarendon, a popular slab serif type genre, especially in the United States, creating large block serifs at the top and bottom of the letter. This was known as "French Clarendon" type.

~~Reverse contrast typefaces — Wikipedia~~

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The Rockwell® typeface family was designed in 1933 by F. H. Pierpont for Monotype Corporation. This very American slab serif has nine weights: four Romans, three italics, and two condensed versions, making it highly practical.

~~Guide to Typestyles: Slab Serifs — Fonts.com | Fonts.com~~

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The slab serif is a genre of letterforms that has been in use for almost 200 years. Throughout this time,

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many different sub-styles and groups have come in and out of use. The following Font Feature discusses five categories of slab serifs that may be found in the Linotype library.

~~Slab Serifs — Linotype Font Feature~~

At the end of the 19th century, there has been a considerable disuse and unpopularity towards the use of Egyptian Slab serif. During the early 20th century especially the 1920s, sans serif became the typeface for its no-nonsense, utilitarian appeal. It was until the 1930s when slab serif would become visible again. Revival phase

~~Slab Serif Fonts: Most Popular Typefaces, Best for ...~~

The Slab Serif style, with its eye-catching features, is a common choice of poster designers. As the printing of advertising material began to expand in the early nineteenth century, new and notionally more attention-grabbing letterforms became popular.

~~slab serif typeface — int bio.com~~

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Didone (or Modern) serif typefaces rose to prominence in the late 18th Century. There's a stark contrast between thick and thin lines. The serifs on the Didone style tend to be very thin, while vertical lines are

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often heavy. It became VERY prominent in magazines during the early 19th Century but faded with time.

~~Serif — What Is It And When Should You Use It?~~

Examples of slab-serif typefaces include Clarendon, Rockwell, Archer, Courier, Excelsior, TheSerif, and Zilla Slab. FF Meta Serif and Guardian Egyptian are examples of newspaper and small print-oriented typefaces with some slab-serif characteristics, often most visible in the bold weights. In the late twentieth century, the term "humanist slab-serif" has been applied to typefaces such as Chaparral, Caecilia and Tisa, with strong serifs but an outline structure with some influence of old ...

~~Serif — Wikipedia~~

This slab serif typeface is a new addition to the odudo family. The big and bold serifs will give this addition a more 20th century slab serif tone, without losing the geometric intention and boldness of the original odudo design. The overall boldness and very low contrast will make this member of the family a reliable display typeface as well.

~~Odudo Slab — Typeface — Infographic B2B~~

One could argue that the sans serif typeface existed as far back as ancient times—by their means of execution early chiseled faces were constructed from strokes with unadorned endings. But in reality it was the late 19th century when type designers deliberately decided to design faces that were without (sans) serifs.

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