

AMA Manual of Style

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Typefaces, Fonts, and Sizes

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A typeface is a design for a set of characters (eg, Times Roman, Arial). A font of type is the complete assortment of characters, qualities (eg, size, pitch, and spacing), and styles (eg, bold, italics) of a particular type-face (Figure). (Note: The term font is often used incorrectly as a synonym for typeface.)The typeface for the body text of this book is ITC Garamond Light, and Frutiger is used for the chapter titles, heads, and subheads. There are 2 common forms of typeface: serif and sans serif (Figure). Serif typefaces (eg, Times Roman) have a short, light line (serif)