

Buxom Serifs



Once considered old-fashioned, or used to portray historical periods (like the wild west and 60s), buxom fonts are back in style. With plumped up serifs, and curvy lines, these fonts bring elegance and a friendly personality while breaking out of the expected. The Chobani redesign in 2017 is a likely candidate for launching this style's popularity. Now, more brands are using it widely to add familiarity and distinctiveness to their design.