I really don't you? the fascinating letter
For instance, here’s one. Not very fond of it but... (Guy with the computer?) That’s Computer Modern. A study in roundness. ... it has a charm of its own. Like it has a cowlick. See how it curls?
Its bowl makes it friendly, though. It jumps right out of the book. A hint of insolence. A letter of purpose. Square shoulder(s)...

And here’s an Electra.
That’s a Figural.
An intimidating Walbaum

A deceivingly naïve Chaparral

A swinging Centaur

A nonsensical Sabon

A delicate Fournier

A whimsical Esprit

An open Mendoza

And the designers of all these fonts

Donald Knuth (Computer Modern, past 30 years), W.A. Dwiggins (Electra, 1935), Oldřich Menhart (Figural, 1940), Justus Erich Walbaum (Walbaum, 1800), Carol Twombly (Chaparral, 1997), Bruce Rogers (Centaur, 1914 after Jenson, 1469), Jan Tschichold (Sabon, 1964 after Sabon, 16th century), Pierre-Simon Fournier (Fournier, 18th century), Jovica Veljić (Esprit, 1985), José Mendoza y Almeida (Mendoza, 1991).