

The Influence
TYPEFACE
HAS
on
ONE'S
Emotions

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INTRODUCTION

Words are everywhere. Each and every day you read words. Whether these words are on street signs or in packaging, on clothing or in books, you internalize them and react to them a certain way. Perhaps you come across a flier about a pumpkin-carving event happening at the nearby pumpkin patch this weekend, and it makes you happy. Subconsciously, we make decisions about how we should respond to words and phrases based on their typeface, something that “may not be the focus of a reader’s attention” but has the ability to “[create] a page or document’s first impression” (Hazlett, Larson, Shaikh, & Chaparro 2008).

According to *Desktop Publishing for Prepress Production*, a textbook used in Cal Poly’s Graphic Communications department, typeface can be defined as “a set of shapes representing letters, numbers, punctuation, and logograms that share a common design aesthetic.” Designers utilize the abundance of typefaces that are out there and their accompanying “mood, attitude, and tone” in order to truly captivate their audiences and contribute to the “document’s tone or mood or the personality of an organization’s brand” (Hazlett et al. 2008). In order to captivate *their*

audience, the owners of the pumpkin patch most likely used not only friendly graphics of pumpkins and Halloween-inspired creatures, but effective typeface to accompany it as well. You would not see Times New Roman being used for a family-oriented, fun-and-games, getting-in-the-Halloween-spirit shindig such as this one. Contrary to this belief, however, there are some that would argue that we simply see words for words and we judge which emotions we should be feeling based on the connotation and/or denotation of the words themselves, totally independent from how they look entirely. Some may say that we would see “pumpkin patch” and “pumpkin-carving” in any font and would instantly think of a fun and exciting time. While that may be a compelling argument, this report will present both primary and secondary studies that show the effects typefaces do, in fact, have on how you react to words and phrases.

Typeface is “a set of shapes representing letters, numbers, punctuation, and logograms that share a common design aesthetic.”

METHODOLOGY

Materials

To determine whether or not typeface had an influence on one’s emotions, a survey was created via Google Forms. The survey’s purpose was to see if those who responded felt one way or another about a phrase because of its visual aspects, or typeface. The survey was mainly for the purpose of establishing emotions and connections those that took the survey felt when presented with different typefaces. In addition to the survey as a primary research method, articles from Cal Poly’s Robert E. Kennedy Library databases were utilized to find relevant and credible

sources to support the main point. The purpose of utilizing the databases was to acquire results to similar primary research done by credible researchers that could be used to compare and contrast to my own observations.

Subjects

The survey that was conducted was posted on the page for Cal Poly SLO Class of 2021, a Facebook group composed of 2,363 Cal Poly students with the expected graduation year of 2021; the page for Cal Poly SLO Class of 2022 (Official), a Facebook group composed of 4,138 Cal Poly students with the expected graduation year of 2022; my Facebook page, composed of my 445 friends and family; the Relay for Life 2019 GroupMe, a group message composed of the 31 members of the Colleges Against Cancer Club on Cal Poly's campus; and in PG Bros, a Snapchat group message composed of 13 of my friends and fellow Poly Goats 4x4 and Off-road Club members. These group all consist of people varying in factors such as gender, age, ethnicity, interests/hobbies, and major which allowed for a diverse population to pull from.

Procedure

Primary Resource – The survey began with demographic questions pertaining to gender, age, ethnicity, major, college, and field of work. They then were given the definition of “typeface” in order to eliminate any confusion and to elaborate on a phrase that could be considered graphic communication jargon. The next portion consisted of various forms of the phrase “Lorem Ipsum” in different typefaces where those taking the survey were asked to describe what emotion each typeface gives them. To clarify what kind of answers were ideal, a prompt was supplied: Your answers can be adjectives (happy, sad, angry, excited, etc), events (carnival, career fair, etc), places (restaurant, museum, park, etc), or anything else that comes to mind. The term “Lorem Ipsum,” a nonsense Latin-inspired phrase often used by those in the media industry, was used in order to remove any possibility of a word's ability to sway emotion based on its connotation or denotation. The survey's participants concluded their experience with a question where they were asked how much they thought typeface had an impact on how people feel about the things they read/see on a scale of one to five, one being “no impact whatsoever” and five being “it's the sole reason for how we feel when we read/see things.”

Secondary Resources – In order to navigate through the Cal Poly Robert E. Kennedy databases to find relevant information to the research, the keyword “typeface” combined with AND “feelings or emotions or attitudes” in the form of the Boolean method were used. These sources were able to provide information on related previous studies that were conducted, infographics of comparisons of typefaces used in these studies, and information showing how much of an impact typeface truly has. Once a relevant search was established, a handful of the articles were set aside for examining. The credibility, relevance, and understandability of

each article was examined and the content that was going to be used to complete the report was pulled into a separate document and sorted by article for easy access.

Limitations

The primary research via survey provided valuable responses that were able to help in answering the main question, but unfortunately did not prove to be extremely representative information. The survey showed bias simply because it was extremely specific to the groups of people that were presented with the survey. There are large populations of people that were not given the opportunity to participate in the survey simply due to their lack of factors such as having a Facebook or a connection to the creator of the survey. This created a self-selection bias because the groups of those given the survey were hand-picked—if you will—by the creator and the randomization factor that should have been present failed to be accounted for. A good number of people participated in the survey, but it was not necessarily enough people to make a conclusion about *everyone* since this topic can apply to virtually anyone and a good majority of *everyone* wasn't able to respond or even had the opportunity to. This is an example of a voluntary response bias in action. While the survey was presented to numerous groups, there were no incentives offered or requirement put in place to make sure that the survey was answered by every person that came across it. Those that wanted to take part in the survey did; those that didn't want to take part in the survey didn't. Based on curriculum, this report's topic applies to Graphic Communications (GrC) but since there were only 3 GrC majors that responded, a limitation arose. GrC students study this type of thing and since they weren't represented as significantly in this survey, their knowledge of the subject—or expertise in some cases—was not represented. Another limitation that came up was the honesty factor. Since this survey wasn't monitored and free response sections were utilized, the floor is opened for virtually anything. There was no consequence for those who made up absurd responses or lied about any of the demographic questions, so in theory anybody could have bluffed and messed up the categorization of things anonymously with ease.

The limitations weren't specific to just the primary resource either. When using databases, many make the mistake of assuming that everything they find within it is both accurate and relevant. Although databases are known to be trustworthy, there is always the opportunity for there to be biased, close-minded information. The limitation presented is finding the valuable information that you need while observing the integrity of the document as well as the credibility of the author(s). Another limitation that presented itself when searching for secondary resources was my researching abilities, which was determined to be subpar when it came to finding what was needed from within each document for the report.

RESULTS

Primary Resource – After collecting the results from the survey, it was evident that those that participated were very much so in concordant. According to the responses, many people felt similarly—if not identically—about the handful of typefaces provided to them. Below is a collection of some of the responses from the 87 people that took the survey:

Given Typefaces	Responses
Lorem Ipsum (American Typewriter)	• “typewriter” (17) • “old” or “old school” or “old style” (6) • “The Office” (3) • “childish” or “children” (3) • “elementary school” (2)
Lorem Ipsum (Braggadocio)	• “(too) bold” (8) • “artistic” or “creative” or “edgy” (8) • “Great Gatsby” or “20s” (7) • “hard to read” (4) • “carnival” (3)
Lorem Ipsum (Times New Roman)	• “essay” or “school” or “textbooks” (27) • “professional” (12) • “times new roman” (9) • “normal” or “plain” or “simple” (9) • “bored” or “boring” (6)
<i>Lorem Ipsum</i> (Apple Chancery)	• “fancy” (24) • “elegant” or “formal” (10) • “ancient” or “antique” or “historic” or “outdated” or “old-timey” (7) • “wedding” or special events (6) • “restaurant” (4)
LOREM IPSUM (Herculanum)	• “Egyptians” or “Egypt” (15) • “Greek” (11) • “old” or “ancient” or “historical” (18) • “cave art” or “caveman” (3) • “Avatar” or “Avatar: The Last Airbender” (3)
LOREM IPSUM (Stencil)	• “military” or “war” (21) • “army” (18) • “prison” or “jail” (9) • “bold” or “attention-grabbing” or “aggressive” (9) • “stencil” (3)

The fact that most of the responses for each typeface are related to each other—or at least have the same concept—is one indication of the typefaces having an influence on the emotions that were triggered, as hypothesized. Since “Lorem Ipsum” was used, the possibilities of word connotation/denotation being able to sway the survey takers’ opinions were eliminated. The results of the survey show that although there are numerous varying factors from person to person demographically, these six specific typefaces each give off a rather specific feeling.

Literature Review – A total of three documents found in the Robert E. Kennedy Library databases and one lecture given at California Polytechnic State University, San Luis Obispo were used as secondary resources in this report.

Donna Templeton's lecture "What is Digital Publishing?" revolved around the history of the publishing industry and how it has morphed into desktop publishing, a revolutionary upgrade to the modern world both efficiency-wise and visually. Her lecture was accompanied by a visual presentation that provided pictures and illustrations that elaborated on the various topics of the lecture: defining desktop publishing (DTP) and the importance, ease, history, and workflow of it.

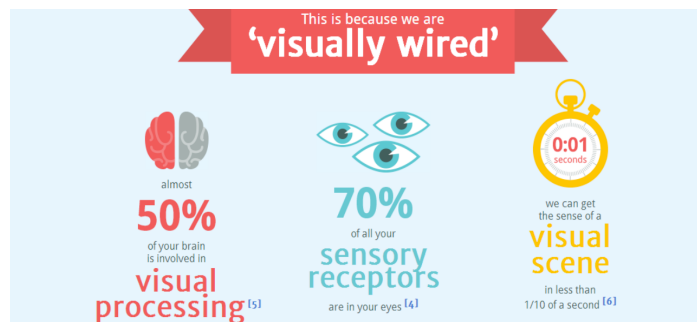
The second resource was an article from an academic journal written by three professors: Roland Schroll and Benedikt Schnurr, assistant professors in the Department of Strategic Management, Marketing, and Tourism at the University of Innsbruck, and Dhruv Grewal, Toyota Professor of Commerce and Electronic Business and professor of marketing at Babson College. Their article titled "Humanizing Products with Handwritten Typefaces" examines the effects of "humanizing" products and comes to the conclusion, based on numerous studies, that "handwritten typefaces" are indeed effective in providing a humanlike feel. Since the handwritten typefaces stray away from the automated feel that many other typefaces have and instead portray a "friendlier and more personalized" version, they "lead to more favorable product evaluations by enhancing the emotional attachment between the consumer and the product" (Schroll et al. 649).

The third resource, an article briefly referred to in the introduction of this paper, featured two studies that observed what kind of impact a typeface's "personality" had on "readers' processing of affective information" (Hazlett et al.). One of the studies discussed in the article found that people react quicker with typeface personalities that were congruent to the meaning of the content rather than those that were incongruent. The other study found that readers create their own interpretation of the "emotional tone of [a] page" after seeing the present "typeface personality," even if it was only for a few seconds (Hazlett et al.). From these studies, Hazlett and his co-authors determined that people can "process typeface personality" in a matter of seconds and that typeface does, indeed, "affect onscreen affective processing."

The fourth and final resource used in this report, written by Jaime Banks, was a conference paper that recorded the International Communication Association 2006 Annual Meeting. This source explores how "gender and product-category involvement" plays a role in "advertising response." It determined that a brand's "organizational identity marks such as graphic logos and wordmarks" receive different attention based on the brand's market presence and how individual the "identity marks" are to the brand (2). It also pokes at prior research that neglects to acknowledge the visual importance of typeface (3).

DISCUSSION

Presentation has a strong influence on how we perceive something. Of all of the human senses, sight is the most influential of the five. For instance, think about lectures: don't most professors provide visual aids in the form of something like handouts, presentation slides, or drawings on the board? In Donna Templeton's Digital Publishing Systems (GrC 201) lecture, she offered reasoning behind this commonality. Her lecture, in fact, was accompanied by a visual presentation that coincided with what she was saying. At the end of her lecture, she presented two slides that included one infographic each on how people



involved in visual processing," "70% of all your sensory receptors are in your eyes," and that "we can get the sense of a visual scene in less than 1/10 of a second." These statistics alone solidify the notion that sight is the superior sense.

Typeface is all about the presentation of words. As its earlier definition implies, typeface in itself is the visual existence of words that expresses their goal aesthetic. In "Two Studies on How a Typeface Congruent with Content Can Enhance Onscreen Communication," it speaks of the Vox-ATypI system that fits each typeface into one of its eleven classes: "humanist, garald, transitional, didone, mechanistic, lineal, glyphic, script, graphic, blackletter, and Gaelic (208). These categories each represent either a "particular century," "serif" or lack of, and other features that differ "within a family of fonts, such as weight (light, bold, black), italic, and letter width (condensed, expanded)" (208). Deciding on a specific typeface is deciding on what characteristics you want your words to have: one word, two words, italicized word, bold word.

Therefore, typeface has a strong influence on how we perceive something. In fact, "onscreen page aesthetics are processed quickly and automatically... and can impact readers with very brief presentations" (Hazlett et al. 207). People take in a typeface and interpret the information rather quickly, doing so in seconds. How a typeface is

perceived is based on one major thing: experience. Part of our analyzation process involves “[using] existing schema to relate typeface character to familiar places, groups of people, or situations as a sort of problem-solving method” (Banks 3). This could be seen in the results from the survey. For example, responses included “The Office,” in reference to the American sitcom, and typewriters; Great Gatsby and the 1920s; essays and professionalism; *Aladdin*, in reference to the Disney movie, and restaurants; Egyptians and Greek; and army and military for the typefaces American Typewriter, Braggadocio, Times New Roman, Apple Chancery, Herculanum, and Stencil respectively. Each of these responses indicate a reflection on “places, groups of people, or situations” as suggested and whether these experiences were personal or media-based, they became associated with a typeface and later stuck with it, bringing the prior memory with it when it was presented again (3). Typeface can be loosely seen as “guilt by association” in the way that when you see a typeface and associate it to an experience, you’ll assume the outcome or purpose of the typeface is similar to that of your memory associated with it. People are emotional beings and typeface just so happens to be one of the many things that we internalize and produce feelings about.

Rather unanimously, all five sources come to the conclusion that typeface is extremely important in the whole scheme of things when it comes to how we feel about the words in front of us. They all suggest that it’s typeface that pokes at our memory bank and triggers the feelings people get when they see typeface.

RECOMMENDATIONS

The statistics are in and it looks like typeface is in the lead. Whether you’re conscious of it or not, it’s there and it’s altering how you feel about what you see. While typeface is on the forefront of the minds of those in the graphics field, it’s also important for it to be even a minor thought in the minds of others. Typeface is used every day and whether you’re writing a paper or creating your resume, putting together a birthday invitation or designing a poster for the door to your room, making a poster to help find your lost dog or producing an infographic about your club’s next meeting, typeface is relevant and being aware of how to accomplish the feeling you want to give your reader is important. Knowing typeface is knowing the difference between using a bubbly font for a poster about a fun-filled game day versus the infamous Times New Roman, known for MLA and late-nights spent writing papers.

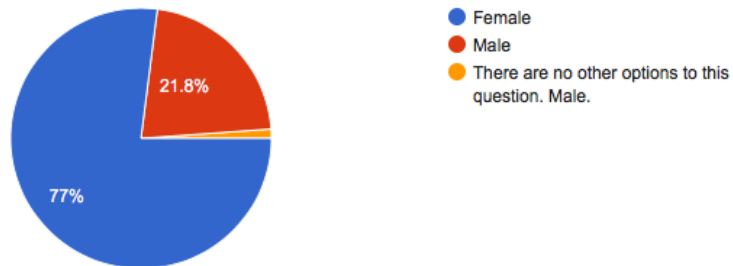
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APPENDIX

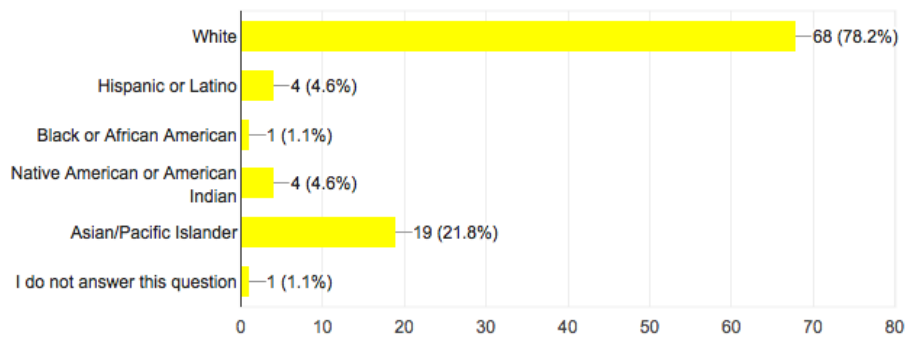
Gender

87 responses



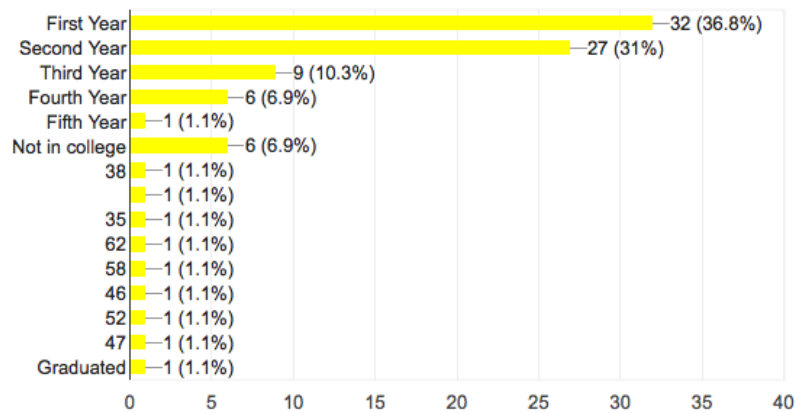
What is your ethnicity?

87 responses



What is your year in college?

87 responses



What is your major?

79 responses

Computer Science (4)
Animal Science (3)
Civil Engineering (2)
Kinesiology (2)
Business (2)
english (2)
Business Administration (2)
communications (2)
Communications (2)
Statistics (2)

What is your major?

79 responses

English (2)
Graphic Communications
Communication Studies
ENVM
AGB
Biomedical Engineering
Biology
Computer science
Animal science
Mathematics

What is your major?

79 responses

Anthropology and Geography
ASCI
Microbiology
Liberal studies
Political science
Biochemistry
English
Physics
arch
History

What is your major?

79 responses

Agricultural Communications
Statistics
Nutrition
Psychology
Civil Engineering
Communcations
Ag. Systems Management
Master esthetics
Soil science
Grc

What is your major?

79 responses

Bmed eng
Paralegal studies
Political Science
Lib. Studies
Business Administration - Marketing
Environmental Management and Protection
Mechanical engineering
Journalism
Interior Design
Psychology

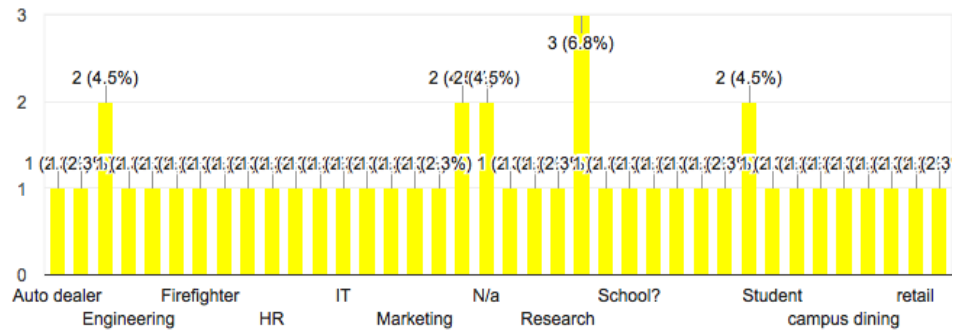
What is your major?

79 responses

Sociology
Software Engineering
Industrial Engineering
Industrial Engineer
Math
liberal studies
Graphic Communication
envm
Manufacturing engineering
kinesiology
asci
Firefighter
N/A
Environmental Management & Protection
Home Economics

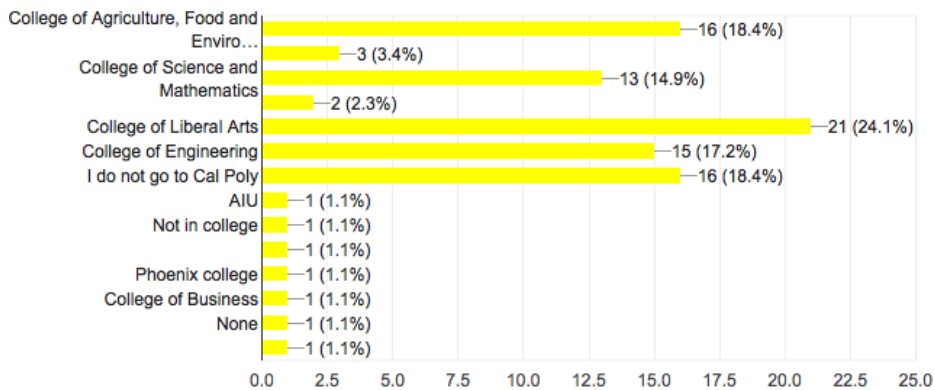
What is your field of work?

44 responses



Which college is your major in?

87 responses



Lorem Ipsum

What do you think of when you see this typeface?

85 responses

Typewriter (4)
Whimsical (2)
Typewriter (2)
bubbly, modern, fun
Type writer
It looks childish.
Old
typewriters, the office
Courier is the de facto font for notating computer code, so that is what I see
Old school typewriter

What do you think of when you see this typeface?

85 responses

Boring
Newspaper
Typewriter font/older style
The Office, clean, businesslike but in a happy way
Weird
Fun but kind of old
Fancy
pleasing
Park rules
Friendly

What do you think of when you see this typeface?

85 responses

Typewriter, cool
Homework
Serif, fun
vintage
Website
typewriter, boring
newspaper, coffee, autumn, typewriter, notecards, overall good feelings
Creative
Old school. Typewriter. Quirky but hipster cool.
hipster coffee cafe

What do you think of when you see this typeface?

5 responses

Work
Kids on computer
Serious
Detective
Greece
cafe menu
Epson salt
Very formal
classic, latin, yearbook, wide
Newsprint, professional

What do you think of when you see this typeface?

85 responses

School projects
Professional
old novels
Circus
Carnival
Teacher
Typewriter-like, older but not too old, retro
Spooky. Feels like a Halloween font.
Easy on eyes
Creative

What do you think of when you see this typeface?

85 responses

I think of templates and typewriters
Newspapers
typewriter, calm
Creative for business
The Office
hip
Spunky
Curious
Restaurants
Playful, lighthearted, children

What do you think of when you see this typeface?

85 responses

dorky, kind of weird font (ice cream place??)
Elementary school
Outgoing and friendly, but still crisp and reasonably professional
Swirlydsr
Old style
Restaurant
happy
okay i guess
Museum
old people, newspaper, formal

What do you think of when you see this typeface?

85 responses

Happy, structured, sweet, cool
Pages flyer default font, the "fun" mom of fonts
plain
The font an elementary school teacher would use to write their students names on a nametag to put of their desk.
anxiety
thin
Subtitles
Subject Mattersignature
Carnival
It is ok, but I like to see the "a" to make sure it is correct.

Lorem Ipsum

What do you think of when you see this typeface?

87 responses

Great Gatsby (2)
Fun (2)
creative (2)
Geometric (2)
Carnival (2)
futuristic, Hollywood, carnival
Hollywood movies
Chunky
Modern
artsy, obnoxious

What do you think of when you see this typeface?

87 responses

Something you would see on a flyer
Difficult to read
Obese
80s
Block and modern
Retro-ish
Stylish
Intense
Restaurant menu
Shocked

What do you think of when you see this typeface?

87 responses

Logo
Bold/edgy, disco vibes in a weird way
Silent movie
Blocky, fun, informal
Poster board
ugly, childish, disco?
this font makes me uncomfortable ngl.....im upset w the m
Hard to read
Over the top. Dramatic for no reason at all. Unnecessary.
great gatsby

What do you think of when you see this typeface?

87 responses

Magazine
1920's
Broadway
Poster
Futuristic
Uncomfortable
Jazz
event poster
Bold

wanting to grab my attention, harder to read but easier to notice

What do you think of when you see this typeface?

87 responses

bold, complicated, hard to understand
Art, modern
Annoying bold for no reason
Hard to read
Artistic
great gatsby vibes
60's
Gatsby
Fair
Store

What do you think of when you see this typeface?

87 responses

Movies
Broadway, flashy
Title during a PowerPoint presentation
Hard on eyes
Artistic
Not professional. This is dumb
Movie
1920s, bold
vintage
Harsh bold

What do you think of when you see this typeface?

87 responses

Restaurant
Movies
Jazz music
Fancy designer store trying to be cool butbits really just hard to read
The late 80's
That guy who tries really really hard to be cool and draw attention to himself so people sort of avoid him.
Dark, bold
Newspaper, bold, loud
great gatsby

What do you think of when you see this typeface?

87 responses

it's funky
funky, hard to read, too bold
90s
un-ordinary, edgy, secretive
Bold, groovy, takes pics w sunflowers on the side of the road
cartoon
Shopping at a nice store
A newspaper font wanna-be; we're not in the 1920's anymore karen. if this font were a person, it'd be a college-age white girl hipster constantly complaining how she was "born in the wrong generation."
confused
phat
A signaturenext
Angry
Don't like it, way too hard to read.

Lorem Ipsum

What do you think of when you see this typeface?

86 responses

Essay (6)
Professional (3)
Professional (3)
School (2)
Official (2)
essays (2)
Title (2)
Boring (2)
Essays (2)
times new roman (2)

What do you think of when you see this typeface?

86 responses

career fair, boring, formal, homework, work
Normal
plain, school essay
Good old Times New Roman. Very professional
Business
Formal essay
Normal
English essays and textbooks
Is this Times New Roman? Essays, formality
Strict

What do you think of when you see this typeface?

86 responses

Simple
Classic
Bored
Formal
Boring
An essay
Serif, formal
serious
good normal luv it
times new roman? essays, professionalism, deadlines, im pretty apathetic to

What do you think of when you see this typeface?

86 responses

Business
School. No emotion just normal.
Text book
New York Times
Times new roman
Salt perfume
The PERFECT font
easy to read, english papers, lecture halls, positive
Newsprint, professional
Clear ease of resding

What do you think of when you see this typeface?

86 responses

College essays
Plain
MLA
Work place
Professional, normal, acceptable
Bold
Classic. Gotta love that times new Roman.
school, professional
Times New Roman
fresh

What do you think of when you see this typeface?

86 responses

Proper
Serious, news article
School, work, professional
Professional, nice
Academia
High school. College. Essays. Professional and clean, but old-fashioned and falling out of style (I hope).
To the point, clearcreative
Organized
Bored, school

What do you think of when you see this typeface?

86 responses

sophisticated
normal
Organized, neat and confident, simple and stylish
Times New Roman? Essay writing. Solemn, kind of a buzz kill but gets stuff done
Professional / Medical
Acceptable for like, resumes and essays and stuff. Basic asf tho.
comfortable
standard
Next topic

What do you think of when you see this typeface?

86 responses

Organized, neat and confident, simple and stylish
Times New Roman? Essay writing. Solemn, kind of a buzz kill but gets stuff done
Professional / Medical
Acceptable for like, resumes and essays and stuff. Basic asf tho.
comfortable
standard
Next topic
Happy
Boring!

Lorem Ipsum

What do you think of when you see this typeface?

85 responses

Fancy (9)
Elegant (3)
fancy (3)
Classic (2)
Restaurant (2)
pretty, fun, formal, fancy restaurant
Full of themselves, like your not THAT fancy
Emphatic
Wedding, fancy
latin, church

What do you think of when you see this typeface?

85 responses

Fancy
Formal event
Interesting
Writing a letter
antique, fancy, formal
Fancy script
renaissance
Happy
Ooo she fancy
Shakespeare

What do you think of when you see this typeface?

85 responses

ancient
Fancy event
medieval, outdated, ugly
aladdin? lord of the rings? elvish? its a mystical font
Middle earth. Fantasy but cheesy.
Professional
Whimsy
Indian restaurant
Ancient
Regal

What do you think of when you see this typeface?

5 responses

Thai food restaurant
calligraphy, wedding invitations
Feminine perfume
Fancy but not overstated
fancy, try hard, exciting
Artsy, classy
A touch a jazz
Historic
A script on a potion
Old woman

What do you think of when you see this typeface?

85 responses

Renaissance
Old timey, Shakespearean
Ancient history font
Class
Romantic
Eh, it's trying too hard.
Italian restaurant
whimsy
Menu
Calligraphy

What do you think of when you see this typeface?

85 responses

fancy
Fancy smooth
Declaration of Independence
Church or wedding announcement
Fancy but still very readable, like the font a menu in a nice restaurant would have
Wannabe fancy font
Wedding menu/program, bar mitzvah, etc. Elegant and decidedly formal, but not too pompous.
Creative
Fancy, important, museum

What do you think of when you see this typeface?

85 responses

Formal
fancy, old people
Artistic, creative, elegant, attractive
60th high school reunion invitation. Elegant wannabe, drinks rosé out of a coffee mug
Event or invite to a party
This is how someone would write if they claimed to know calligraphy, but really doesn't. A failure of a party trick. Might have an Instagram page with videos of them writing; would only have like 40 followers at best.
Rich
math
Title of a play
Reaume
Calm
I like this one.

LOREM IPSUM

What do you think of when you see this typeface?

87 responses

Greek (5)
Egypt (4)
Ancient (3)
Egypt (3)
Egyptian (2)
Historical (2)
ancient, Greek, Rome, Egyptians, old, past
papyrus lol, only appropriate in egypt
A horrible font
Avatar

What do you think of when you see this typeface?

87 responses

Primitive, restaurant sign
overdone, trying too hard
Meh (by the way, I'm very disappointed you didn't include Comic Sans)
Mil
Caveman
Greek or Roman style
Avatar: The Last Airbender, Asian, old/ancient
Greek food or really many restaurants
Childish hipster
rocks

What do you think of when you see this typeface?

87 responses

Book cover
Papyrus? Ancient, Greek restaurant menu
Athens
Old times
pyramids
tacky
i dont think im allowed to say this but this reminds me of like,,,asian food,,,im thinking of the graphic design is my passion meme i think this is papyrus
Something that'll end up as the title font on some ancient times movie
Papyrus. Too spaced out. Fantasy meets hieroglyphics.

What do you think of when you see this typeface?

87 responses

Dated
Roman
Ancient hyroglyphs
Tribak
cave art
Restaurant
I hate papyrus and there's an SNL skit on it too
Egyptian, negative
Not serious.
Kind of awkward

What do you think of when you see this typeface?

87 responses

Greek/roman
fantasy - intrigued
Ancient greece
Jungle
Harry potter
Too stylized, distracting
Heiroglyphics
Classical
Prince of Egypt.
Egyptian scrolls

What do you think of when you see this typeface?

87 responses

egypt
Roman/Greek/Egyptian
peaceful
Foreign,
Spell book
Ancient
weird, the font a horror tv show would use
AVATAR THE LAST AIRBENDER
Cavemen.
Old, historic, museum

What do you think of when you see this typeface?

87 responses

papyrus
different
Roman
simple, quirky
Old
Happy go lucky, chilled out, easy going
ancient Greece. Overachiever. played like 12 sports growing up but tore their acl so now they j sigh dramatically and talk about how they played sports
ancient
Cartoon character
What is this shit, undertale?
Freedom
Neat
Invitation
Restaurant
TOO far apart.

LOREM IPSUM

What do you think of when you see this typeface?

87 responses

Military (8)
Army (5)
Military (3)
War (2)
Army (2)
Poster (2)
Jail (2)
Prison (2)
Prison (2)
army (2)

What do you think of when you see this typeface?

87 responses

army (2)
military, Army, MASH, bold, aggressive
Army, aggressively male dominated
A nice block font
Stencils
army surplus store
Newspaper headline
Stencil
Gunny RIP
Army or warning signs

What do you think of when you see this typeface?

87 responses

stereotypical masculinity. This font drives a large pickup truck, lifts weights and yells in a burly "manly" manner. Steel and manual labor.

Important

spraypaint

FBI case files

army, strict, important

bold, crime

Jersey stencil

dangerous, halloween, weird

HOME DEPOT!! GET IT DONE!! BDE !

What do you think of when you see this typeface?

87 responses

Shout

Army.

Construction signs

Confidential

Cops

Angry

stamp, prison jumpsuit

Europe

Military-like, functional and bold

army, aggressive, angry

What do you think of when you see this typeface?

87 responses

Utilitarian, military

Important please read

science fair project

Jail/prison

military esq

Investigation

Army, authoritative, strong, impactful

"LOOK AT ME" very loud, kinda fratty vibes

Headline

imposing

What do you think of when you see this typeface?

87 responses

Warning

Daring

Military, intense, serious

Reminds me of military font (from commercials or vehicles). The kind of letters you spray paint

Those old wooden boxes from the movies

WHY ARE YOU SHOUTING?

Bold, army,

military

construction

What do you think of when you see this typeface?

87 responses

Bikd

Dominant, attention seeker, overpowering

Jail. Shipping boxes. ROTC kid. Super dramatic but fun to get ice cream with

FBI

Government issue like military

Reminds me of my grandfather's reruns of the same episode of M.A.S.H. every fucking friday.

prison

Attention-grabbing

Sad

military looking

On a scale of 1-5, please rate how much you think typeface has an impact on how we feel about the things we read/see?

87 responses

