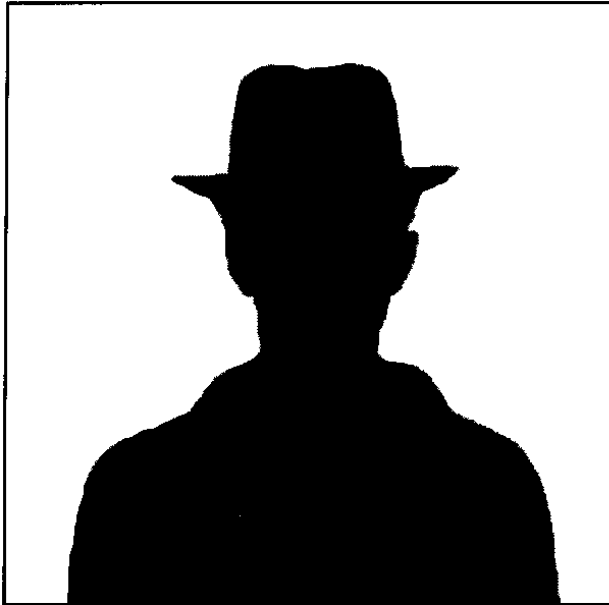




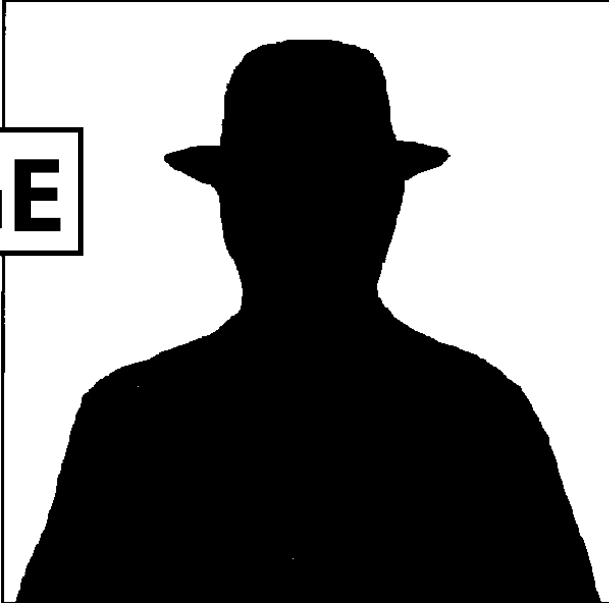
JOHN



PAUL



GEORGE



RITA



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Avant Garde

PERSONALITY

Arial

PERSONALITY

Myriad Pro

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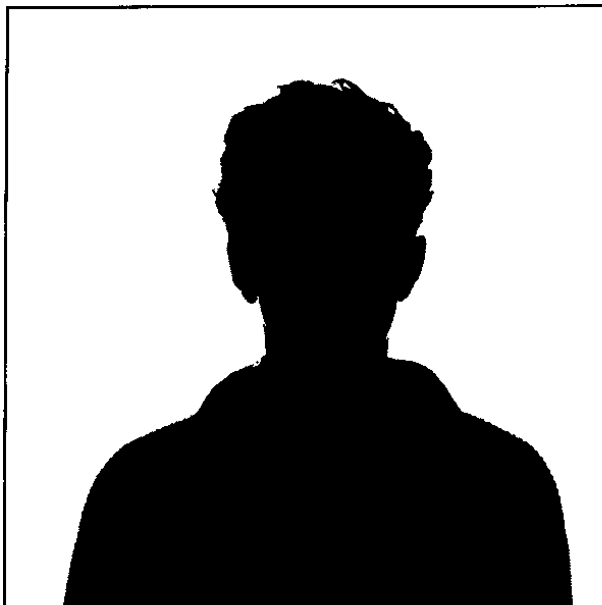
Helvetica

PERSONALITY

Futura

PERSONALITY

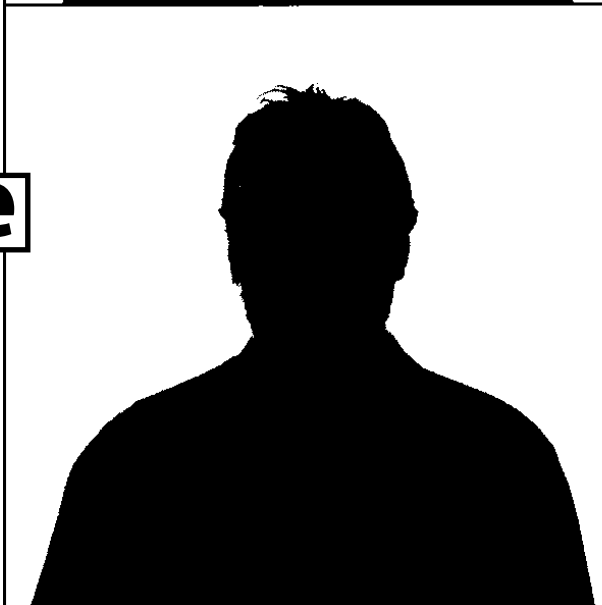
John



Paul



George



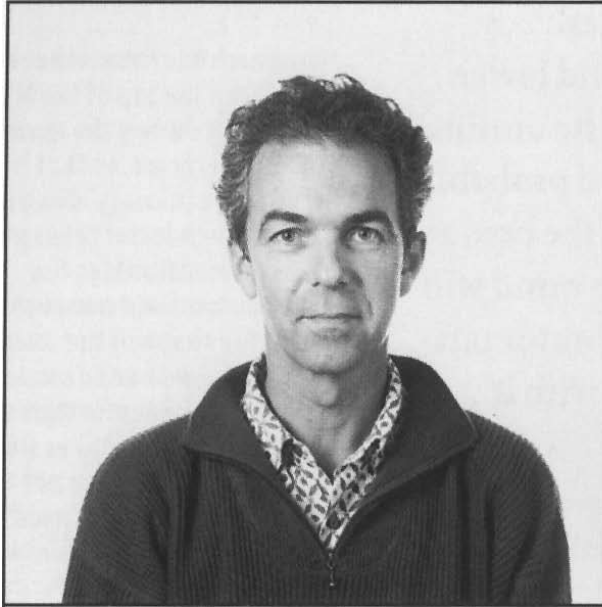
Rita



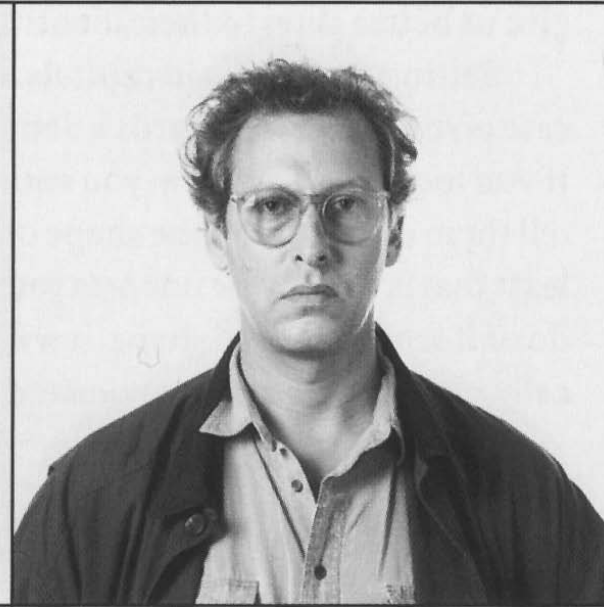
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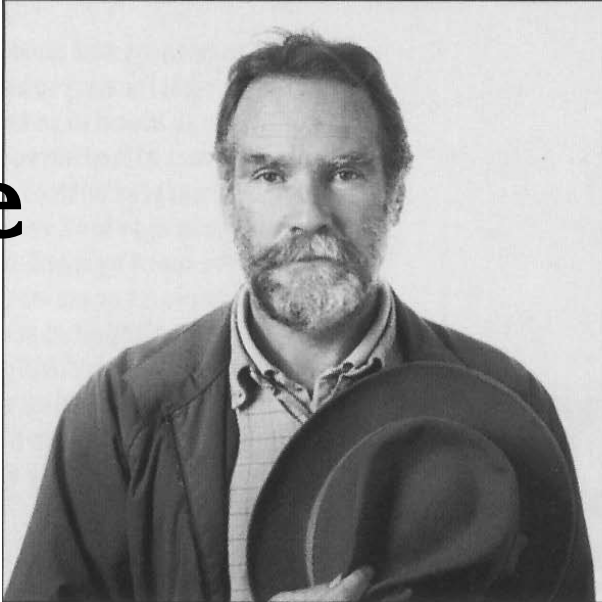
John



Paul



George



Rita



Traditional

Traditional
Traditional
Traditional

Contemporary

Contemporary

Contemporary

ANGER

ANGER

Anger



ORNAMENTAL



Personality of Typography

Most empirical research concerning fonts focuses on the legibility or readability with little concern for the perceived personality of typefaces. Typographers and designers are often interested in the typeface personality or “typographic allusion” which refers to “the capacity of a typestyle to connote meaning over and above the primary meaning which is linguistically conveyed by words”

Brumberger (2003) describes the Bauhaus school of design and their belief that the “content and purpose of the text should dictate the design – the form – of a document, and that form, including typography, should express the content just as the verbal text itself expresses content”. Within communications research, many experts suggest that typefaces can convey mood, attitude, and tone while having a distinct persona based on the font’s unique features. Each document should be rendered in a font that connects the mood, purpose, intended audience, and context of the document.

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PERSONALITY OF TYPOGRAPHY

MOST EMPIRICAL RESEARCH CONCERNING FONTS FOCUSES ON THE LEGIBILITY OR READABILITY WITH LITTLE CONCERN FOR THE PERCEIVED PERSONALITY OF TYPEFACES. TYPOGRAPHERS AND DESIGNERS ARE OFTEN INTERESTED IN THE TYPEFACE PERSONALITY OR "TYPOGRAPHIC ALLUSION" WHICH REFERS TO "THE CAPACITY OF A TYPESTYLE TO CONNOTE MEANING OVER AND ABOVE THE PRIMARY MEANING WHICH IS LINGUISTICALLY CONVEYED BY WORDS"

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