Image 1:

Above Image

This sign contains a serious and important message to the readers; as well to emphasize a statement, capital letters and exclamation marks are utilized and so does in this message. But the selected font does not genuinely convey the idea visually because Comic Sans is typically applied in fun contexts. Comic Sans has a round, unelegant, and somewhat flamboyant style, which makes it look cartoonish and non-serious looking. I assume that the typography's psychological connotations are unintended because the font choices do not show the optimal main point.

Below Image

In this sign, the message and font are ideally suited. As the message here is understandable to the reader's eye and the reader can easily get the tone of the message simply. So, in this case I would say psychological connotations are deliberated perfectly.

Image 2:

The font used here seems playful and decorative. This type of font is artistic and eye-catchy to the users. In this image, they also used different sizes of font which leads the users to focus on this. Again, as this seems playful, it reflects the perfect tone that it’s a bakery & restaurant which offers you something unique. From this image, I get the impression that this is not your typical bakery and that you may come expecting something unique and amazing. So, I can say it deliberates psychological connotations in a better way.