

FONTS & EMOTIONS

TYPES OF FONTS

|SERIF

|SANSERIF

|SCRIPT

|DECORATIVE

SERIF



EMOTION

• OFFICIAL STATEMENT • SERIOUS MATTER • LUXURY • CLASS

ALERT!

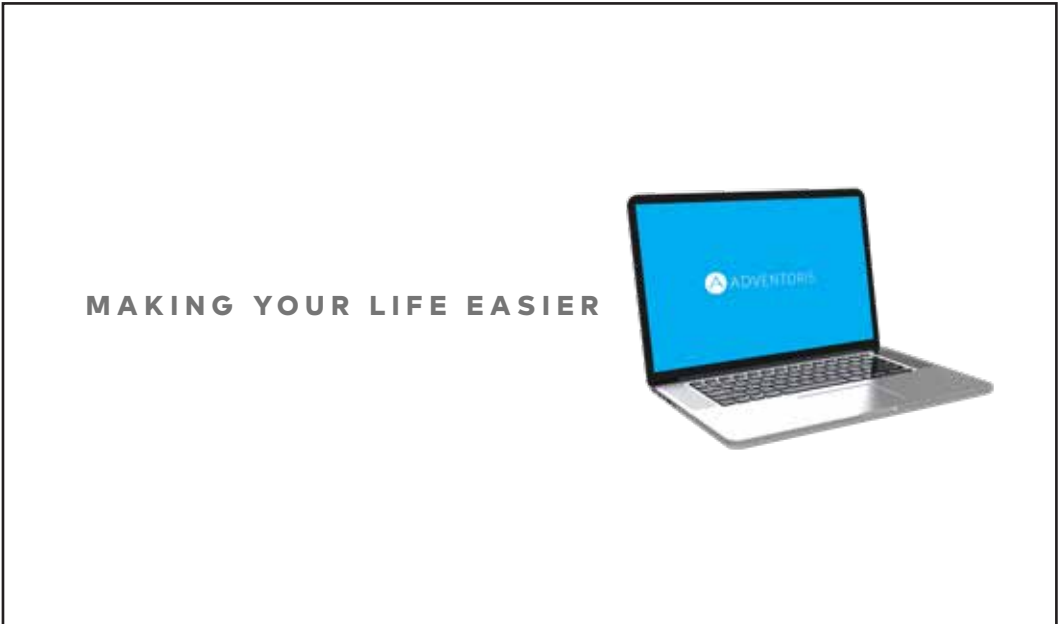
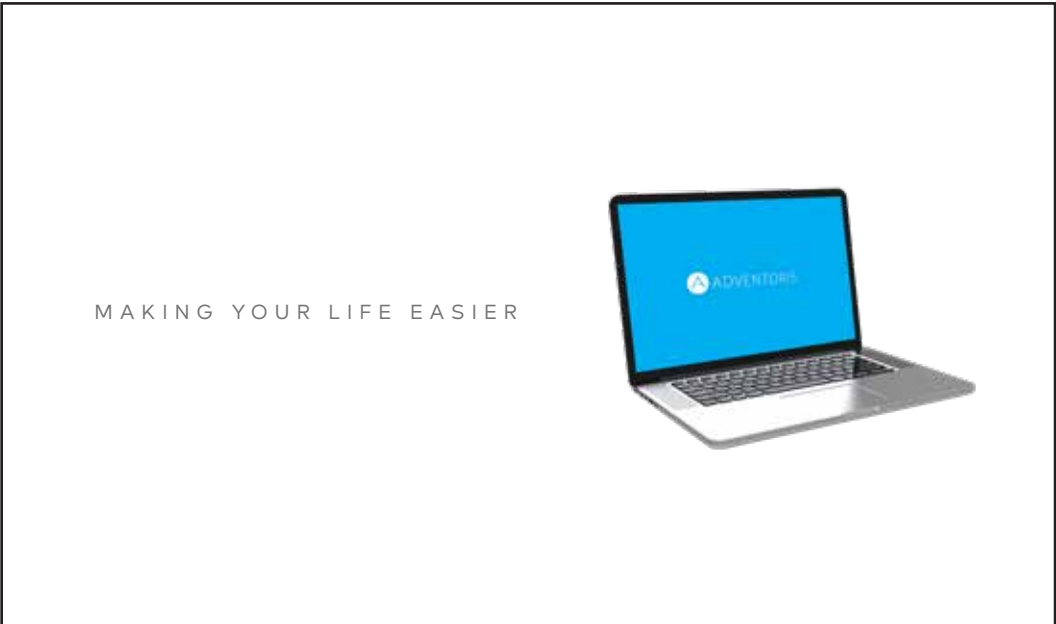
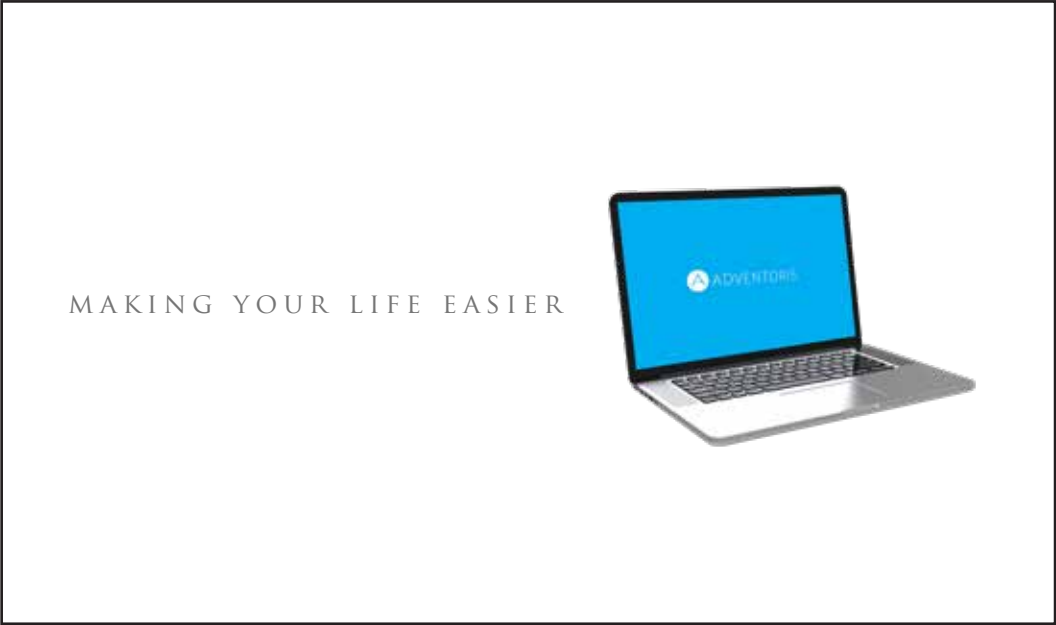
Alert!

SAN SERIF



EMOTION

•JUST LIKE WATER



SCRIPT



EMOTION

• TASTE OF SOFTNESS



DECORATIVE



EMOTION

•HARD •SPEED •ENERGY •CASUAL