

# Thinking about the text's voice

As I've played more and more with fonts, both in terms of trying to find good pairings and looking at different serif fonts for body copy.

Reading issue 61 of [Coffee Table Typography](#) brought some display fonts for titles to my attention. It also raised some interesting questions about the voice of a text and how do we convey that voice through typography and other elements specific to the web when crafting type and reading experiences online.

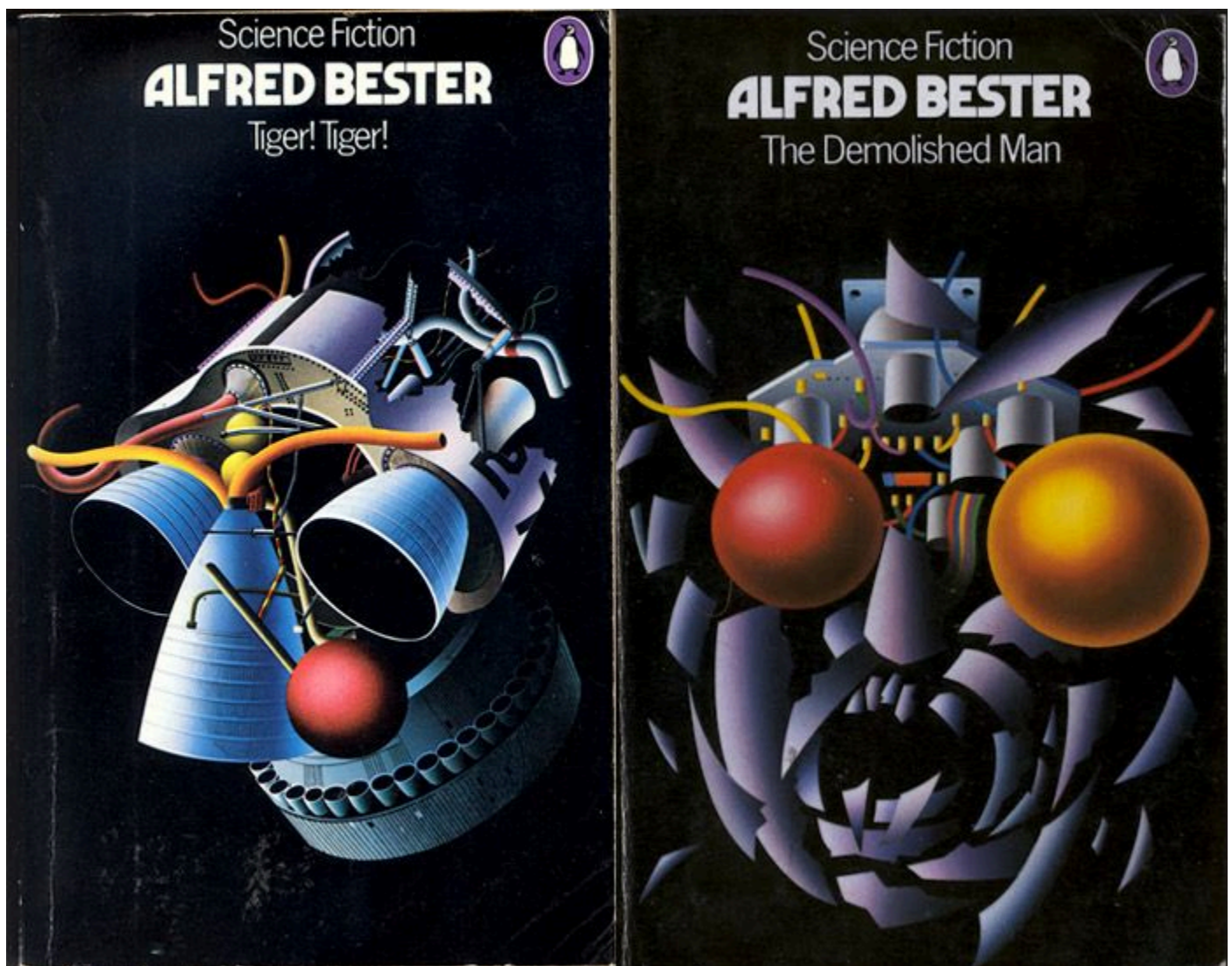


Figure 1: Two covers from Alfred Bester Novels using Serif Gothic

There are fonts that call immediate evoke a certain mood or feeling.

Look at the figure above of two book covers for works from Alfred Bester

using Serif Gothic and other [fonts in Science Fiction](#) to see how you can create a “brand” or “identity” for your work.

Another excellent example of how can a typeface can affect the way we perceive or react to a visual display is [Marvin](#). The page contains a wealth of information and shows you what you can do with the font.



Figure 2: An example postcard from the [Marvin](#) website

# What is the text trying to say?

I think I finally understand now why editors, graphic designers and people involved with layout and typesetting are strongly encouraged to read the material. It helps you understand the voice of the text, what is it trying to tell the reader?

Take [Handlee](#) and [Pacifico](#) as the first examples. They both are handwritten fonts that give a more personal touch to the content.

Handlee is more playful and informal.

Grumpy wizards make  
toxic brew for the evil  
Queen and Jack.

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs

Figure 3: Example of Handlee Regular.

Pacifico is the opposite, more formal and what I would expect to see in a diploma or other formal documents.

*Pacifico Font*

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Curabitur blandit tempus porttitor. Curabitur blandit tempus porttitor.

Figure 4: Example of Pacifico font.

# Looking matching fonts

Google Design's [Choosing Web Fonts: A Beginner's Guide](#) gives good guidance on how to select fonts and font pairings. It touches on a wide variety of topics regarding the fonts and the content you're using them with.

Sites like [Typewolf](#) and [Fontpair](#) will show you what pairs of fonts look like when working together while [Delta Fonts](#) will tell you what font they think a given item was made with.

## Next steps

This is a bare first pass at working with fonts. To me it's an interesting and intriguing first pass and it has given me plenty of ideas where to go next :)