

voice of
letters!



Voice can be
compared to
Ovink's term

“Atmosphere value”

“Those properties
by which [a font]
excites feelings
within the reader.”

These feelings
are cultural,
not biological
or absolute

Culture is still
very powerful!

Culture is
by definition
something which
is shared

For example

...which of these
three fonts best
matches the
feeling of
the word?

Surfing

Surfing

Eugenia

Brute

Police

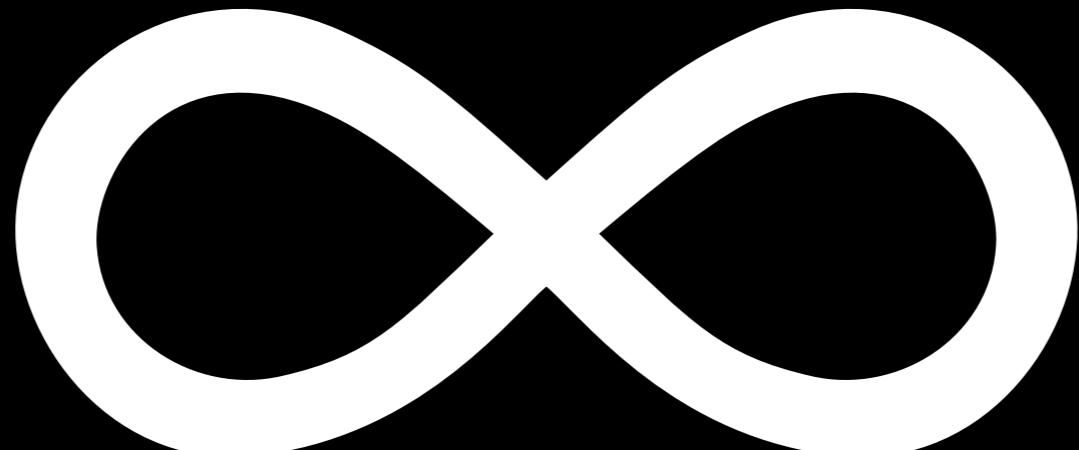
Brute

classy

classy

Classy

We might not
all agree... but
most of us will

Voice is
variable

Just like songs;
we keep making
new ones

Is it
important?



VERY!



why?



It is FUN!

what
else?



It alters
behavior

People make
choices based
on how
letters feel

and what they
associate with
those forms

10 things you MUST know about business

Entrepreneur

HOW TO

MAKE



The DeltaWing
HOW A REVOLUTIONARY RACE CAR WAS BORN P14

The End of Cash?
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Popular Mechanics

Home Adventure Technology Science Automobile

IANID

Diana

5 años después

of electronic dance music. djs

elekt

I lai laidback luke
au audrey napoleon
J jur junior sanchez
t thomas gold

Harper's

BAZAAR

10 RE SEE

THINK PINK!

GWEN STEFANI

FILM

'12: The Meaning of

THE SPEED IS

CAR AND DRIVE

AUGUST 2012

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PURCHASE
IF CARTON
OPEN OR DO

HUNGRY-MAN

SATISFY YOUR CRAVING

SALISBURY STEAK

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HASELN

Milka



Milka

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Chocolate

Nutrition
Facts

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Servings per Container: 30.4 pieces
Calories per Container: about 600
Total Fat 20g

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It



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Purpose
should drive
font choice too

CONVERSE





CONVERSE

Would you read a
magazine set in this?

but what is a
‘text face’?

Levis plagi⁹ hic apit lili bresith⁹ q̄ nos genet⁹ di-
A principio creauit deus celū **animus**
et terram. **T**erra autem erat inanis et
vacua: ⁊ tenebre erāt super faciē abissi:
et spiritus dñi ferebatur super aquas.
Dixitq; deus. **S**pat lux. **E**t facta ē lux.
Et uidit deus lucem q̄ esset bona: et
diuisit lucem a tenebris. appellauitq;
lucem diem ⁊ tenebras noctem. **F**actū
q; ē respere ⁊ mane dies unus. **D**ixit
quoq; deus. **S**pat firmamentū in me-
dio aquarū: et diuidat aquas ab a-
quis. **E**t fecit deus firmamentū: diui-
sitq; aquas que erant sub firmamen-
to ab hijs que erant super firmamen-

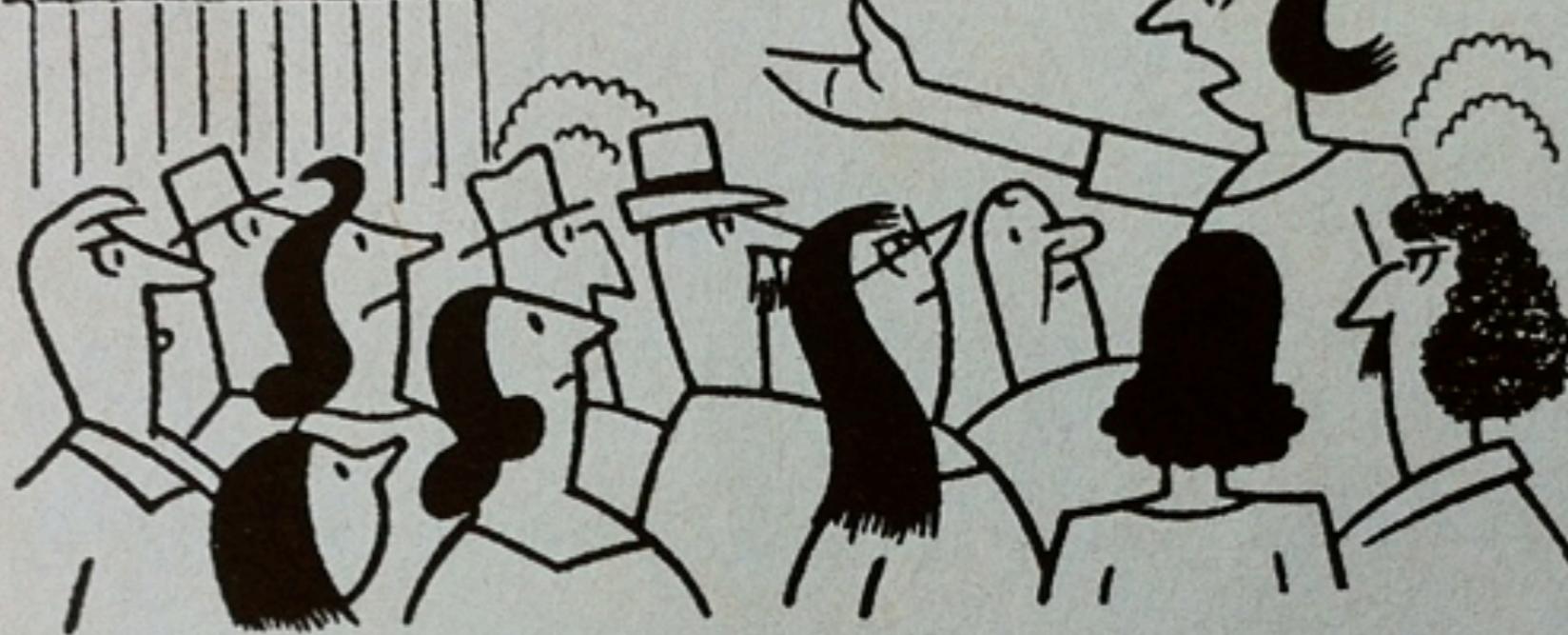
peſſent diei ac n̄
ac tenebras. **E**t
et factū ē vespere
Dixit etiam deus
reptile animē v̄
terram: sub firme
deus cete grandi-
uētem atq; mo-
rant aque in ſe-
latile secundū p̄
us q̄ esset boni
Creſcite et multe
quas maris:
super terram. **E**t
dies quītus. **D**ixit

een peince die mit sine he
gaet liggen. Op dese plaer
hant vande lypden wt n
le ghemaect. 2018 dese con
daer neder geAagen had
coninc balthasar enē ander
dē selue berch en Aoech h

Quum
Apolline iud
fatorum imp
terat. Vnde a

arentem interrogauimus, & au-
re fatis instruēti, ac cū doctis, &
ium sententiā nostrā in hunc, &
nus. C H R I S T I N O M I N E
ptorem Curiæ nostræ Episcopa-
s, quæ cōtra venerabilem virum
llegij Societatis nominis I E S V
ocuisset. & super his audito eo-

when they reach the main creek in range cattle are not so wild, but Eastern-raised beasts have little stupidly at him until he rides directly before them. A herd of stock is thus collected, and all a long time where some large fork joins the stream, driven by some of the men who have the shortcomings of the cowboys.



It would be hard to imagine an unlikely historical moment to surpass the one for birth control to become the focus of outraged political controversy. For starters, there is the statistic that nine per cent of all American women who have had sex have used contraceptives at some point in their lives.

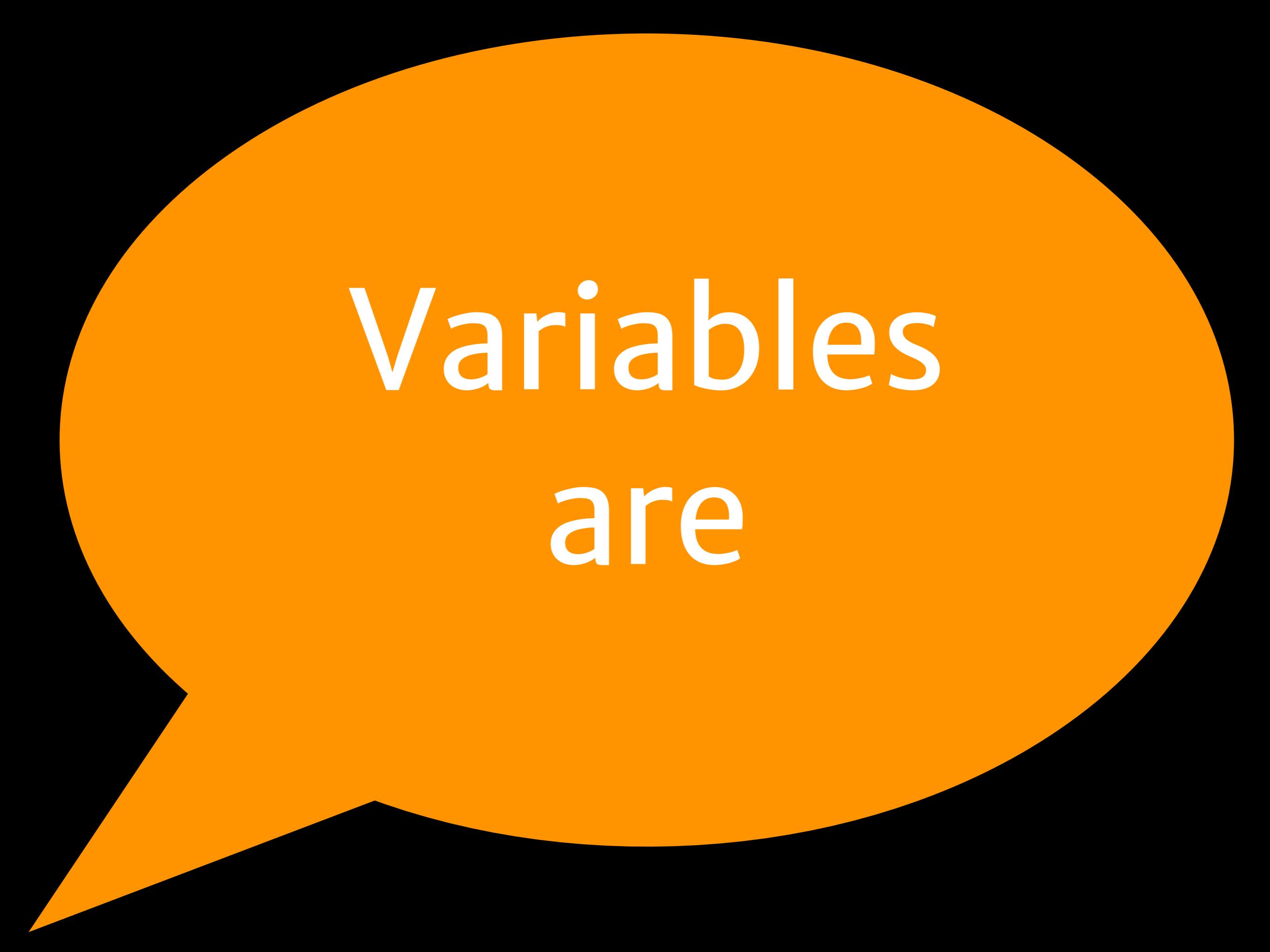
Font choice
has a real
impact on
behavior

How do
you create
'voice'?

By deciding
the feeling
you want

e.g. having a
clear intent

- and then by
controlling variables
to get that feeling



Variables
are

next