

Thesis

Even if you
can't yet
design type

everybody
can feel the
voice of type



As designers,

art directors,

font buyers

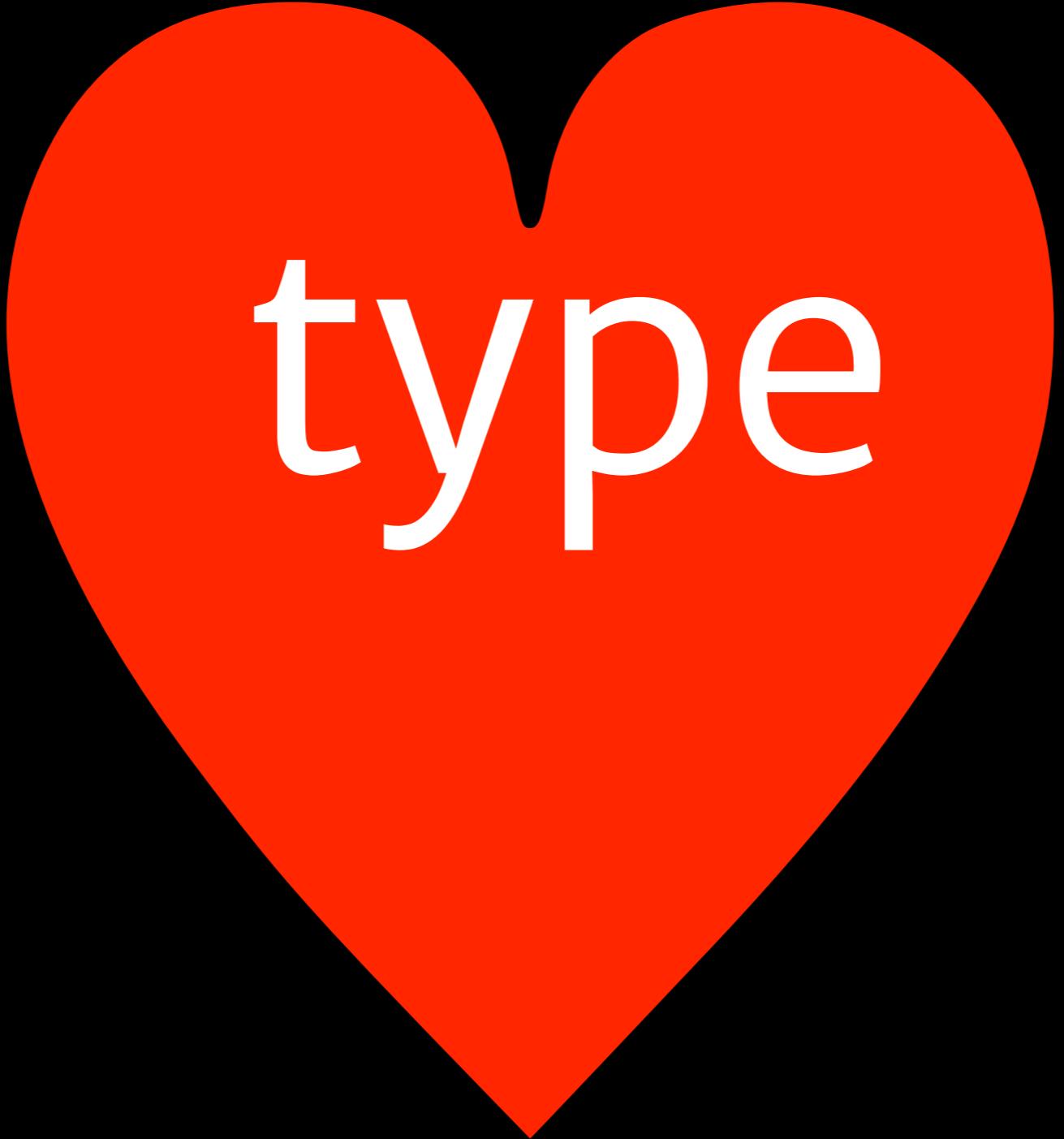
& font makers

The voice of type
should be our
first concern

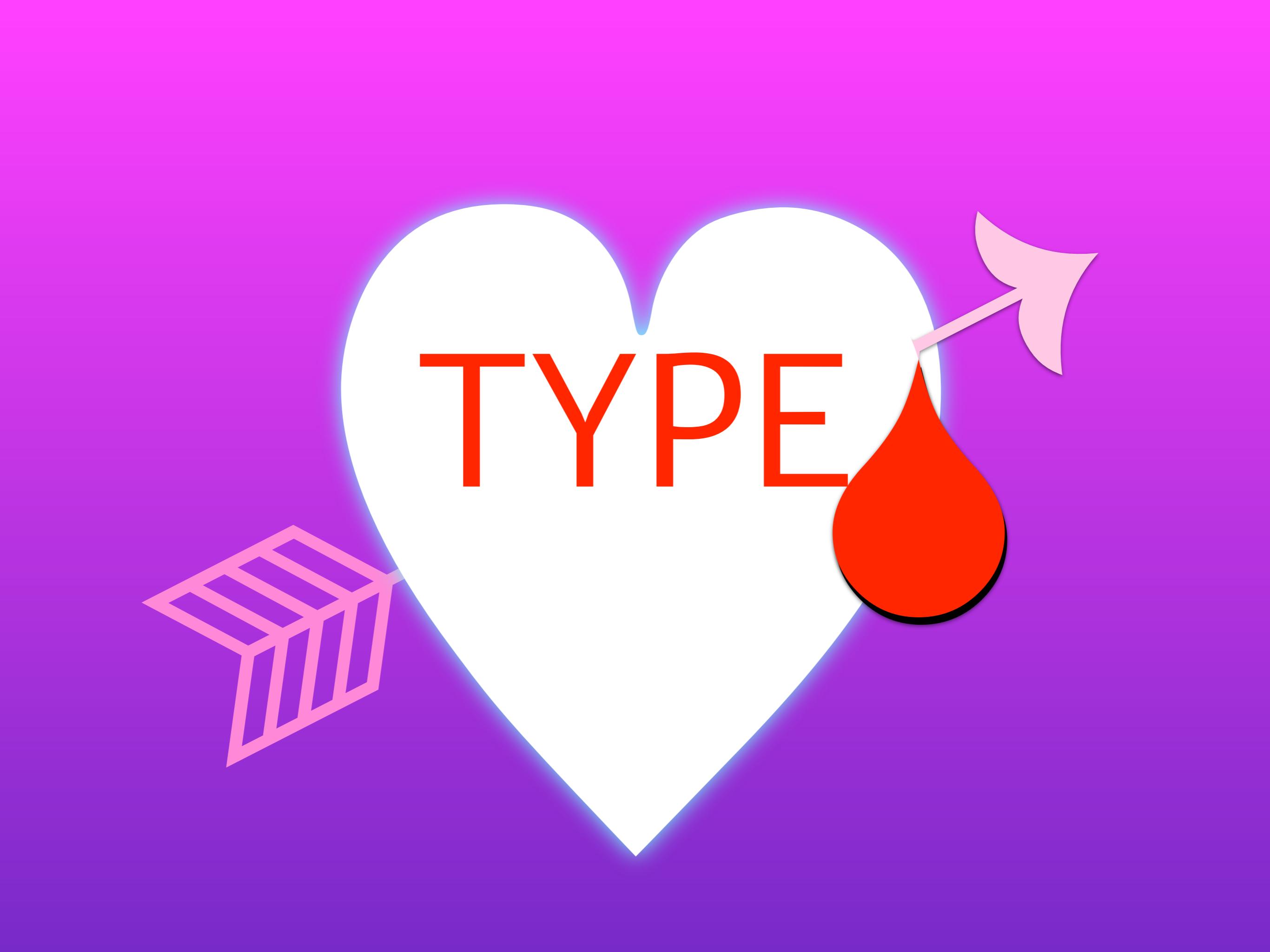


How many
of you....

like type?



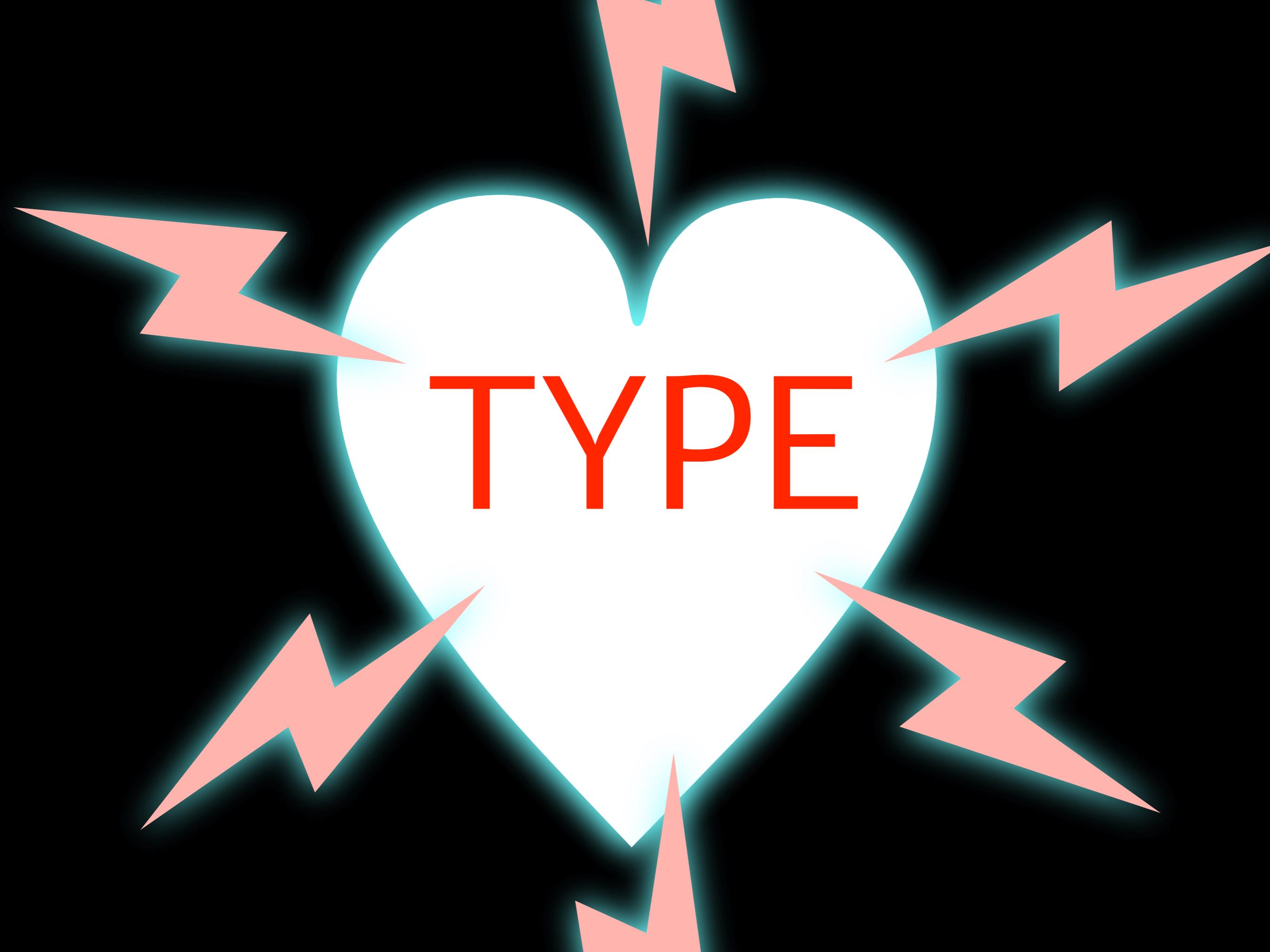
type



TYPE

Why?

Design
super-power



TYPE

Power -
not as in
intensity

but in terms
of utility

this power
comes from a
specific feeling

Proof

les!

Which fonts best
matches the
feeling of
this word?

Swim

swin11

Evine

South Beach
SWIMSUITS

Hard

hacienda

Kard

WE

1870

CO

MARVEL

IRON MAN 3

Fancy

Fa1ney

Fancy

Victoria by
in and Ireland Queen Defender of
Nassau Kindersley, Esquire —
in Your Loyalty, Courage and good
will. —

Alex. Mayes

That feeling is the
“voice” of the type.

Voice is
infinitely
variable

The voice of
type is cultural

Age

Place

Voice can be
very subtle.

Talking about
what the voice is
can be hard



Just like songs,
recipes or fashion
we keep making
new ones!

In shrinking the written signatures to a vanishing out the seal, the designer missed his three best



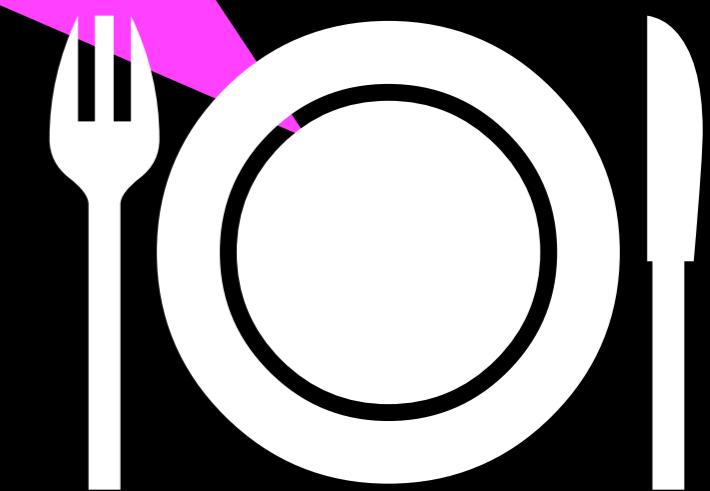
outstanding "use-fault" of the design is its failure

Type
influences
behavior

€ ₣ \$ ¥

Dynamic

best!



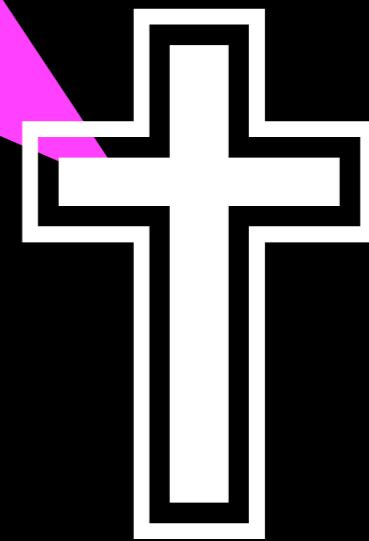
best!

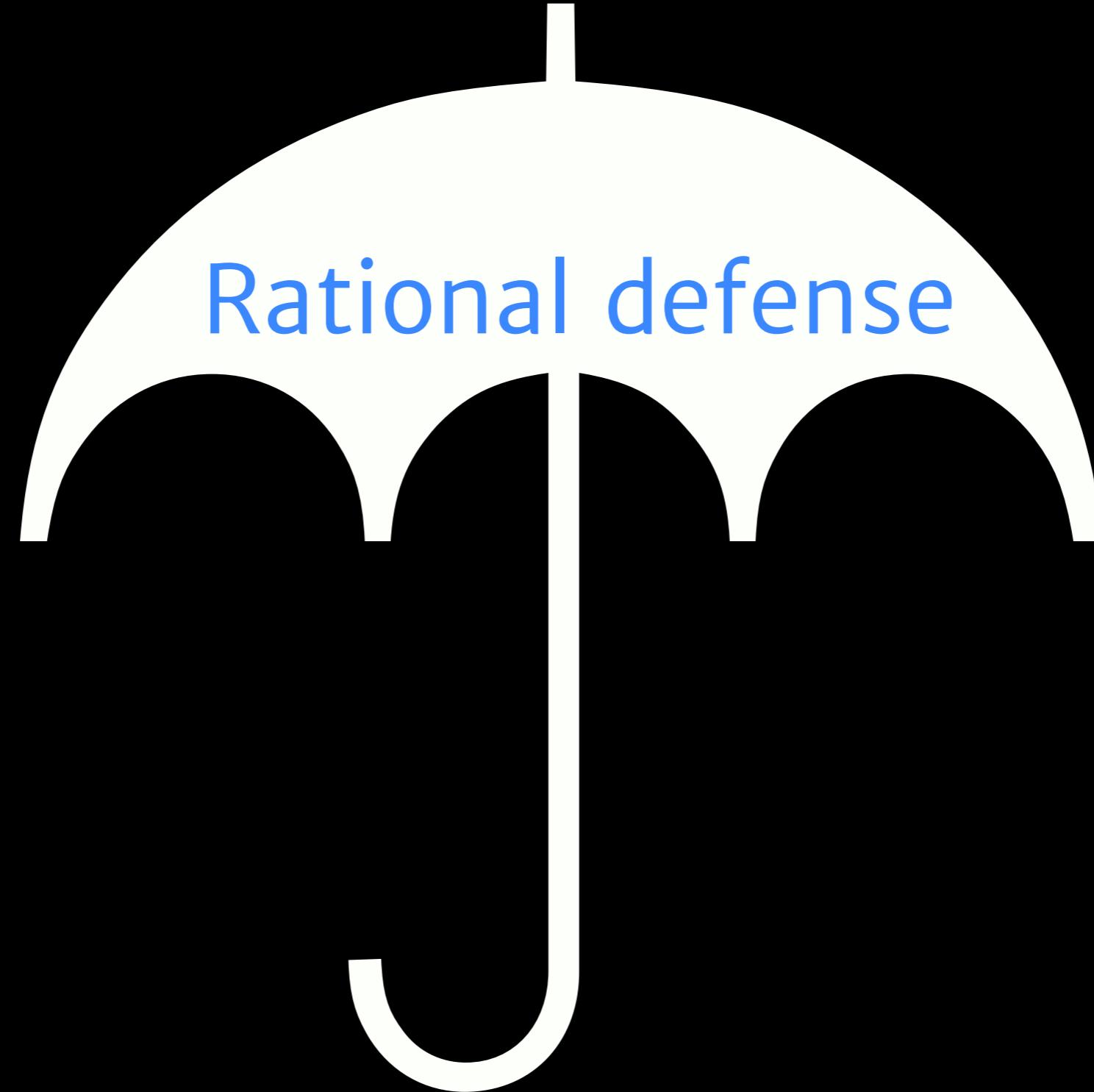


best!



best!



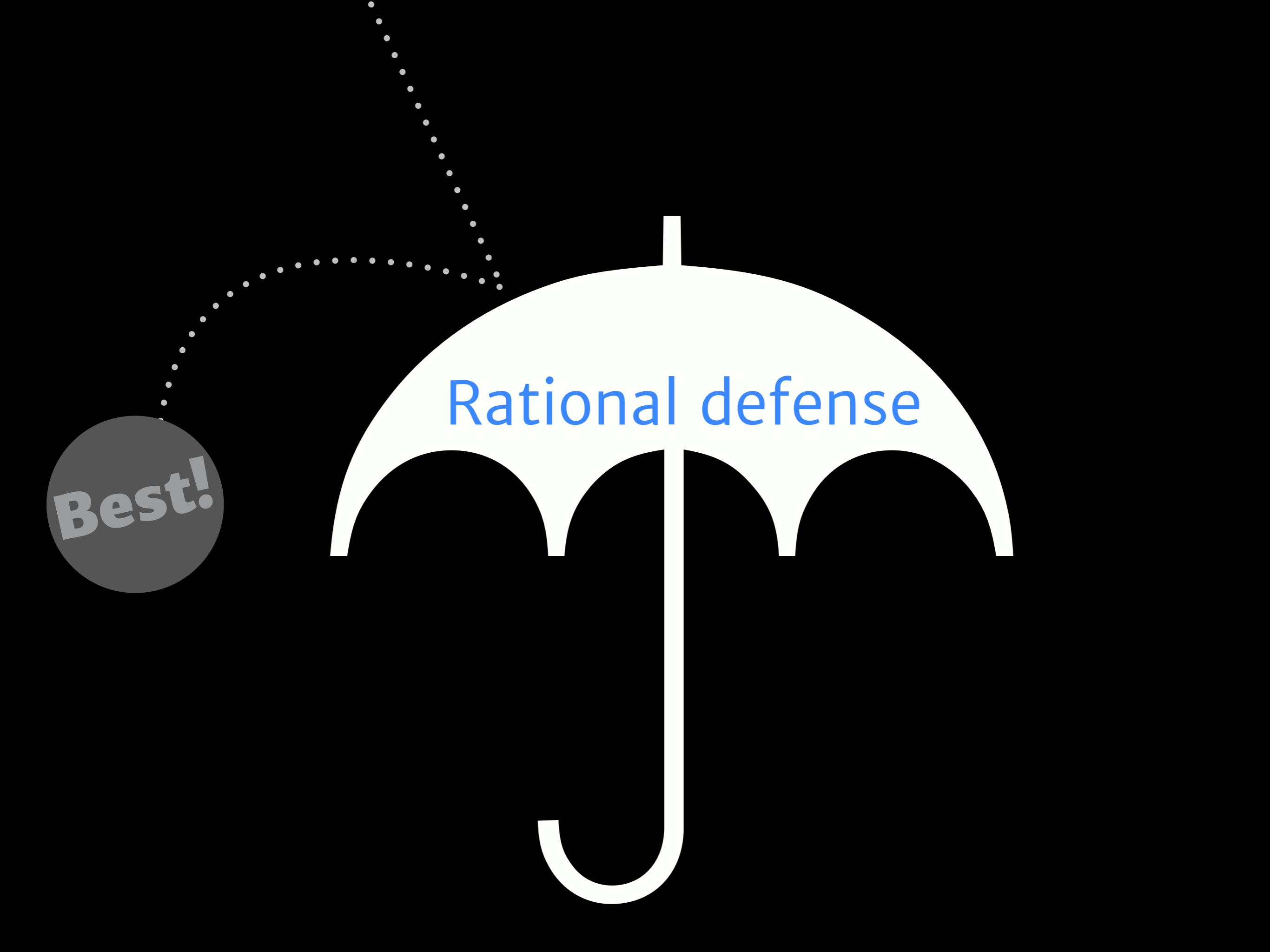


Rational defense



Best!

Rational defense



Rational defense

Best!

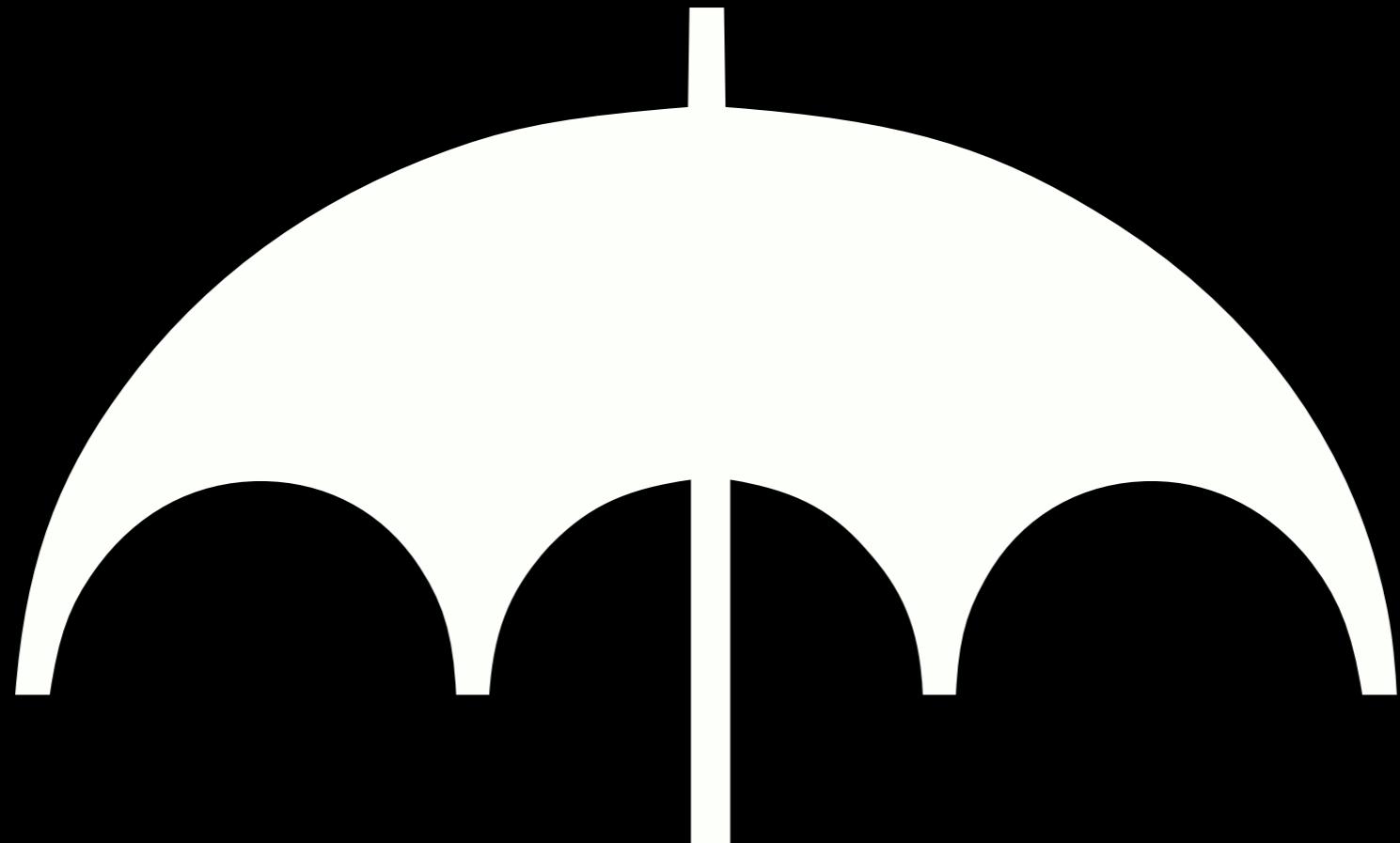
That's not
the end of the
story...

because type
works on us

without our
permission

It breaks our
rational
defense

by going
around it

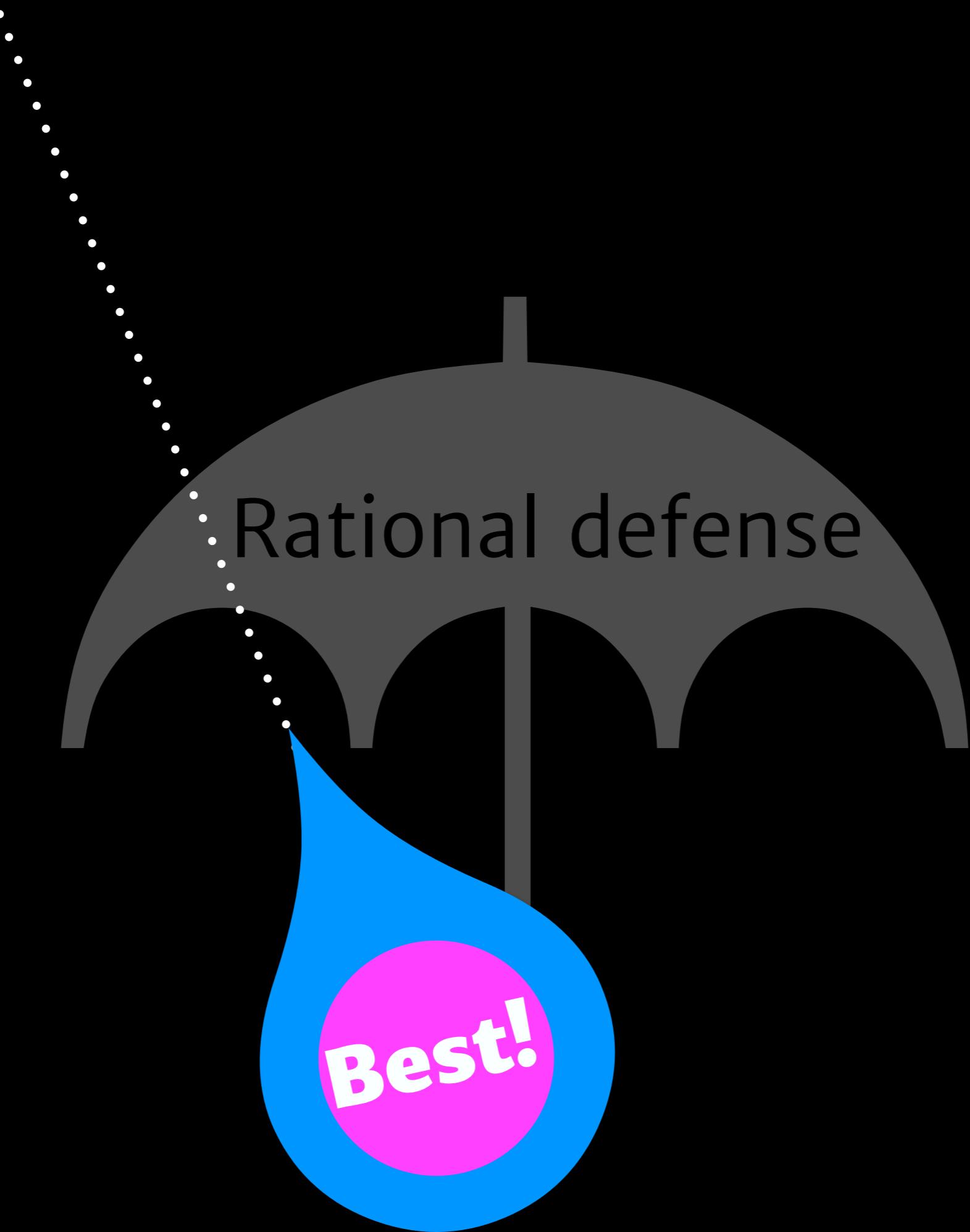




Voice
Type



Best!



Rational defense

Best!





Don't
believe it?

les!

Frozen Food

CONVENTIONAL OVEN COOKING / Cocinado en horno convencional

COCINAR CON EL FIN DE GARANTIZAR QUE EL PRODUCTO ALCANZA UNA TEMPERATURA INTERNAL DE 160°F. SINCE OVENS VARY, COOK UNTIL REACHES AN INTERNAL TEMPERATURE OF 160°F. SINCE HORNOES VARIAN, COOK HASTA QUE alcance una temperatura interna de 160°F. PREHEAT OVEN TO 350°F. DO NOT EXCEED 350°F. REMOVER LA ENVASE DE PLÁSTICO PARA EVITAR QUE SE DERRITA.

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with pasta in
a savory gravy



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RWARDS?

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COOK THOROUGHLY



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IF CARTON
OPEN OR DO

HUNGRY-MAN

SATISFY YOUR CRAVING

SALISBURY STEAK

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real
chocolate.

Nutrition
Facts

Servings per Container: 10.00
Serving Size: about 1.0 oz
Calories per Serving: about 100
Cholesterol: 0 mg
Sodium: 0 mg
Total Carbohydrate: about 10 g

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CANDY COATED MILK CARAMELS
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15 años después

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...AND TO
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**FRUITY
FROZEN
TREATS**

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10 TWISTS
10 TWISTS

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FOUR AUTOMAKERS WITH STORIED RACING HISTORIES ALL HAVE THE SAME PLAN FOR THE NEXT-GENERATION HYPERCAR PAGE 42

ROAD & TRACK

DUEL: JAGUAR F-TYPE VS. BOXSTER

ROAD & TRACK

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51 REASONS WHY WE LOVE CARS

PORSCHE SUPERCAR: DRIVEN! PG. 35

SECRETS OF A NASCAR SPOTTER PG. 20

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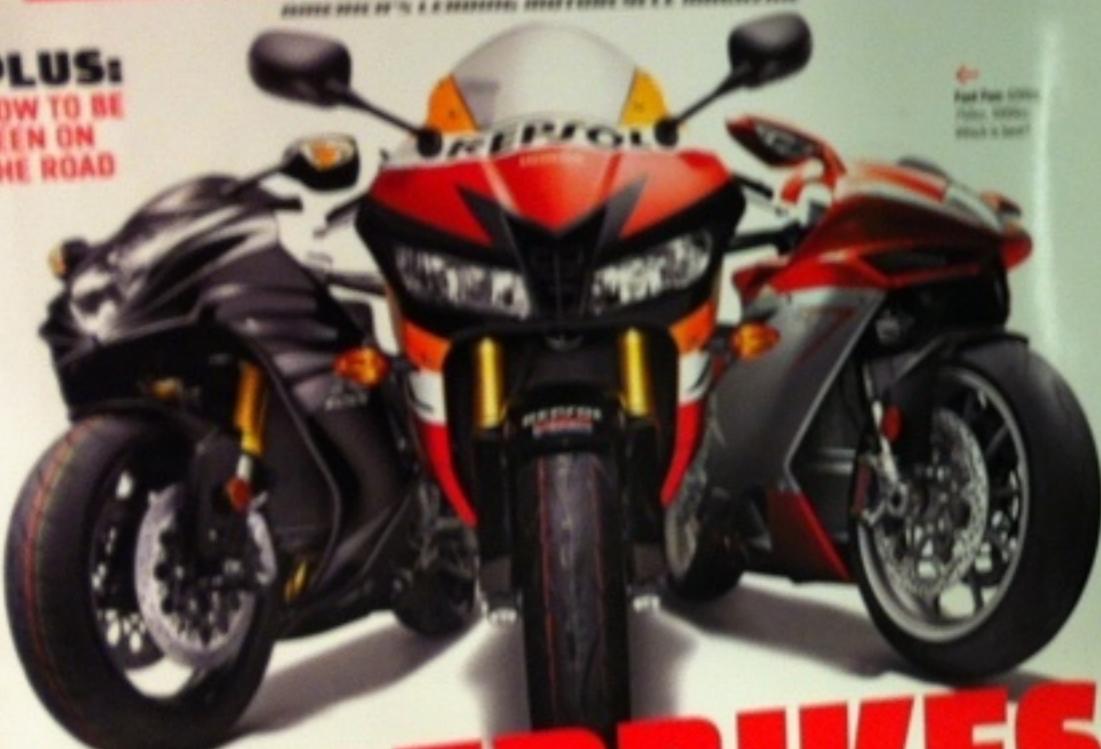
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KAWASAKI ZX-6R

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YAMAHA YZF-R6

COMPANIONSHIP

KAWASAKI VS. NINJA 650R



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Computing
advances are
making even
many white-collar
workers obsolete.

Are we headed
toward chronic
unemployment?

<-- see p. 28 -->



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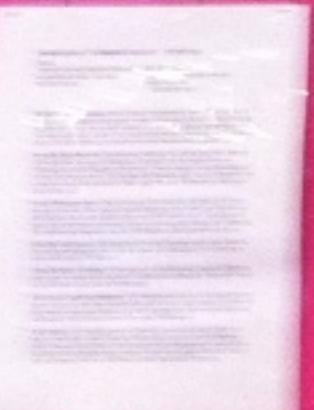
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३३







254

355



Cars

Quattottanta



Agenzia K

MATRIX

PRIUS



solaris

CAMRY LE

GMC

RAPAVIT

F-**550**
XL SUPER DUTY

A4

The image shows a close-up of the "A4" badge on the front of a silver car. The badge consists of two large, metallic, three-dimensional letters: a "A" on the left and a "4" on the right. The letters are polished and reflect light, showing some of the car's bodywork behind them. The background is the dark, textured surface of the car's hood. On the far left edge, a portion of the red tail light is visible.

323i

COOPER



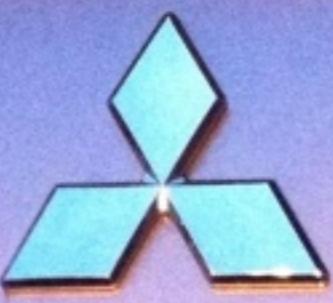
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duster

**CAR
CRAFT**
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galant



ECLIPSE

GRAPPONI
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BKA-12

12

New
HAMPSHIRE
Live Free & Drive

2013

e GL



PIONEER
HYUNDAI
RD, N.H.

SANTA FE

V6

How did
we get all
these styles?

¶ **B**onifacius p[re]f[er]atus [l]ineo p[ro]p[ri]o
etate formatio[n]e a hominib[us] michi m[anu]a
tene oculi a fine p[re]ce Dicitur p[ro]p[ri]o
cum p[re]mierat m[anu]is p[re]dictis a p[re]dictis
vino[n]is invocabili n[on]no[n] tamen i[n]gredi
d[omi]n[u]s p[er]petua[m] p[re]cepta[m] in ore a
Antioch[ia] ex parte anno p[re]dicto d[omi]ni

مردم از آن سیند کشید و آن مرنگان را ذکر کرد

نمایشان بیا در دم که در آن چندان فایده

داند لیسی کوید که در چهار سود کو هیست و در آن کوه

وبر سران قبیله ای پشتی است و در مقابل کنیه

پنجاب باشد مردم آن مسی در آن زیارت کنند

Contra uero

Quum eīm q

olline iudicatus

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THIS EVENING

THE THIRTY-THREE AND THIRTY STEAMSHIP

LAST EVENING

THE THIRTY-THREE AND THIRTY STEAMSHIP

VOTE FOR



ARE YOU
YOUR I
IS VERY SI
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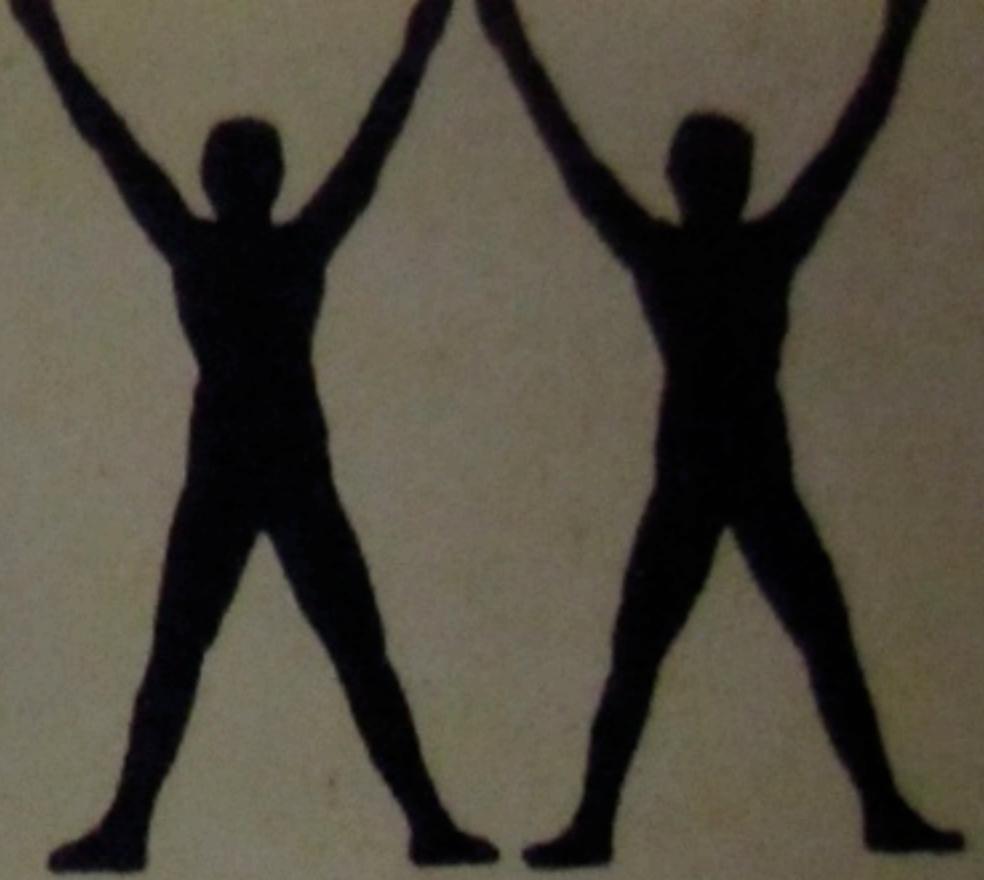
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OERSTERKESCHOOLKOUSE

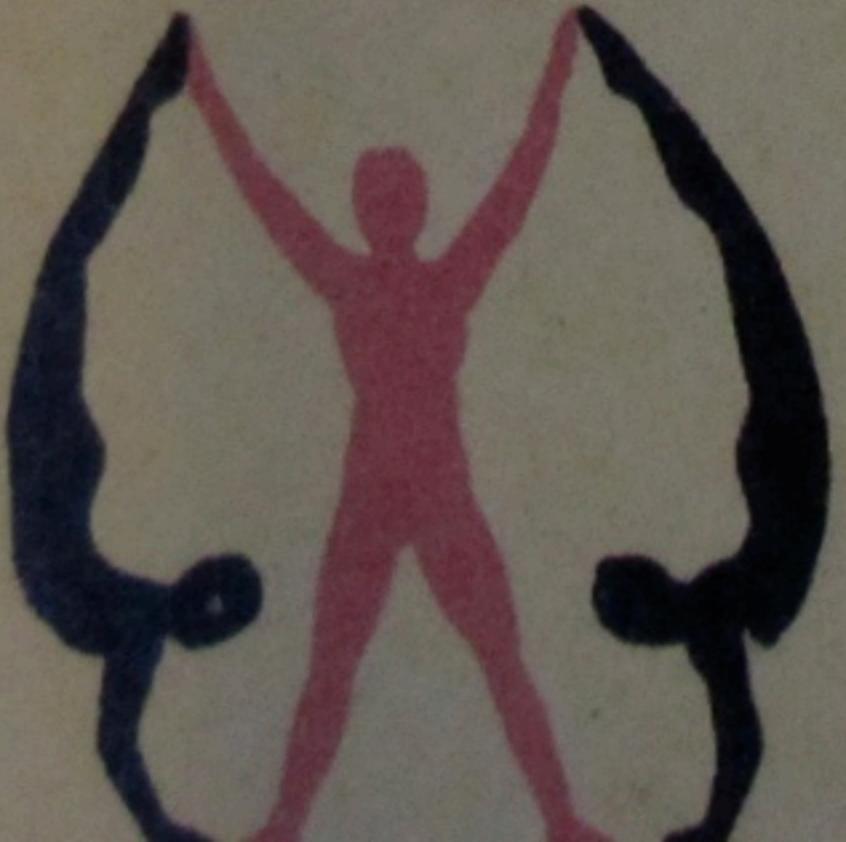
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TENEN AANBREIEN VOOR





ФИЗКУЛЬТУРА







Thanks!

