

## **Typophobia**

The irrational dislike of letterforms, often marked by a preference for icons, dingbats, and – in fatal cases – bullets and daggers. The fears of the typophobe can often be quieted (but not cured) by steady doses of Helvetica and Times Roman.

# **COMMON TYPOGRAPHIC DISEASES**

Various forms of dysfunction appear among populations exposed to typography for long periods of time. Listed here are a number of frequently observed afflictions.

## **Typochondria**

An excessive attachment to, and fascination with, the shape of letters often to the point of exclusion of other interests and object choices. Typophilacs usually die penniless and alone.

## **Typothermia**

The promiscuous refusal to make a lifelong commitment to a single typeface – or even to five or six, as some doctors recommend. The typothermiac is constantly tempted to test drive “hot” new fonts, often without a proper license.

## **Typophilia**

A persistent anxiety that one has selected the wrong typeface. This condition is often paired with OKD (optical kerning disorder), the need to constantly adjust and readjust the space between the letters.

# C O M M O N

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# T Y P O G R A P H I C

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## **TYPO CHONDRIA**

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# D I S E A S E S

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