

— THE —  
**PSYCHOLOGY**  
 BEHIND TYPE CHOICES



EACH FONT TYPE YOU USE FOR YOUR BUSINESS EVOKES DIFFERENT EMOTIONS.

*Get the emotions you want people to feel when you select the right logo font.*

**SERIF**

SERIF

**Tradition**

TIMES NEW ROMAN

RESPECTABLE

TRAJAN

Reliable *Comfort*

BASKERVILLE

GEORGIA ITALIC

**Sans Serif**

SANS SERIF

**Stability**

HELVETICA BOLD

OBJECTIVE

FRANKLIN GOTHIC

Clean *Modern*

CALIBRI

MYRIAD ITALIC



SCRIPT

*Elegance*

BICKHAM SCRIPT

*Affectionate*

EDWARDIAN SCRIPT

*Creativity*

LAVANDERIA

MODERN

**STRONG**

FUTURA

Progressive

ITC AVANT GARDE EXTRA LIGHT

*Stylish* Chic

DIDOT ITALIC

CENTURY GOTHIC

DISPLAY

**Friendly**

COOPER

**unique**

SPACEAGE ROUND

EXPRESSIVE

VALENCIA

*Amusing*

GIDDYUP



Resources:

<http://visual.ly/psychology-fonts>, <http://www.onestrapaol.com/2011/12/13/the-psychology-of-fonts/>, <http://thelogocompany.net/blog/infographics/psychology-color-logo-design/>, <http://thehive.com/contests/the-taxonomy-of-type/>, <http://thelogocompany.net/blog/infographics/psychology-color-logo-design/>, <http://handwritinginstitute.com/psychology-of-fonts/>, <http://psychology.wichita.edu/aur/usabilitynews/1/PersonalityofFonts.asp>