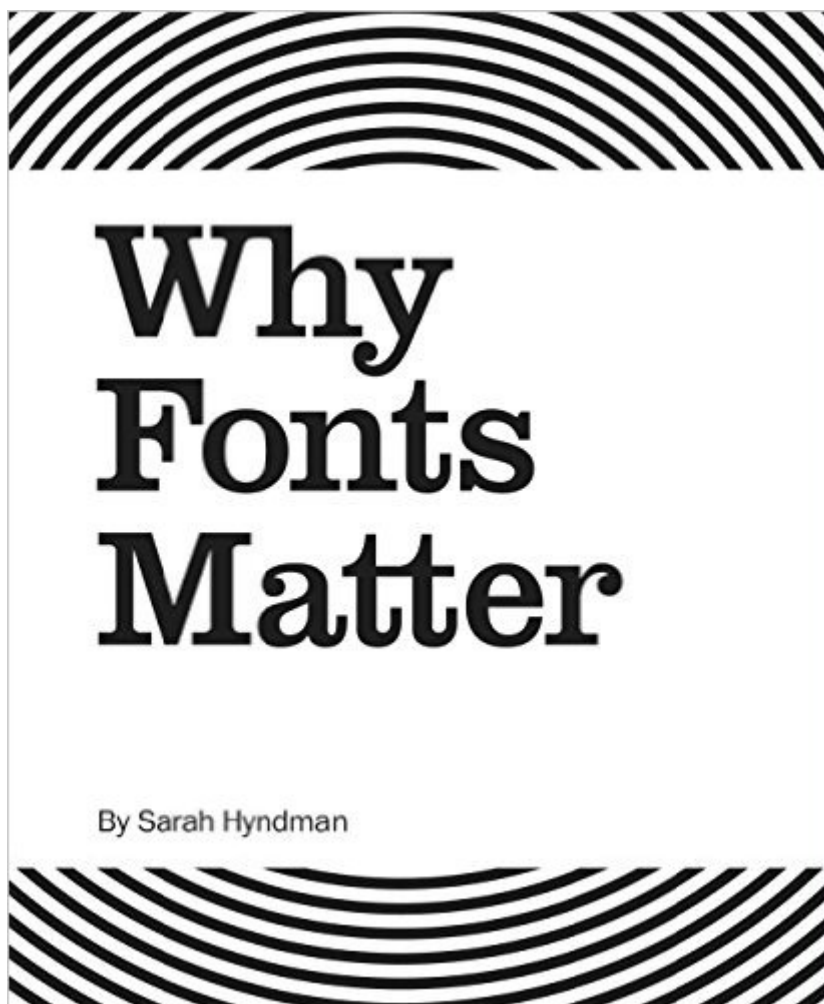


The book was found

# Why Fonts Matter



## Synopsis

Take a look at the experiences and associations type evokes. Fonts have different personalities that can create trust or mistrust, give you confidence, make things seem easier to do or make a product taste better. Understand the science behind how fonts influence what you read. They are hidden in plain sight, they trigger memories, associations and multi-sensory experiences in your imagination. You may not believe it, but fonts can change the meanings of words right before your very eyes, alter the taste of your food, evoke emotional responses and reveal their users' personalities. Graphic designer Sarah Hyndman specializes in exploring how fonts influence us as type consumers; *Why Fonts Matter* synthesizes Hyndman's 20 years of experience as graphic designer with her typographic research and the findings of experimental psychologists and neuroscientists.

## Book Information

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## Customer Reviews

I've been choosing and working with fonts since the late 70s and I have dozens of books on type, but this book is different. Through many fun illustrations, anecdotes, and facts, the author tells the story of how fonts and typography affect us. Some of it is rather light, with disconnected sections, but it's the kind of book you can open anywhere and find something interesting.

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*Why Fonts Matter* Calder by Matter: Herbert Matter Photographs of Alexander Calder and his Work  
Gothic and Old English Alphabets: 100 Complete Fonts (Lettering, Calligraphy, Typography) Script  
and Cursive Alphabets: 100 Complete Fonts (Lettering, Calligraphy, Typography) Classic Roman

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