

# TypoGzAphy

I FOUND THAT I COULD SAY THINGS WITH SHAPES AND COLORS THAT I COULDN'T SAY ANY OTHER WAY. THINGS I HAD NO WORDS FOR

## 1. some type needs to be easy to read

**f** **Sans Serif**  
Good for headings or short bursts of text.

**f** **Serif**  
Easy to read. Good for big block of text.

**The Wildlife Conservation Project** 

Help us preserve wildlife and their habitat by being respectful to the natural surroundings.

Keep the beauty of the forest intact so future generations can enjoy it! 

*THE WILDLIFE CONSERVATION PROJECT* 

Help us preserve wildlife and their habitat by being respectful to the natural surroundings. Keep the beauty of the forest intact so that future generations can enjoy it!



## 2. type can show emotion



Happy  
*Happy*  
HAPPY



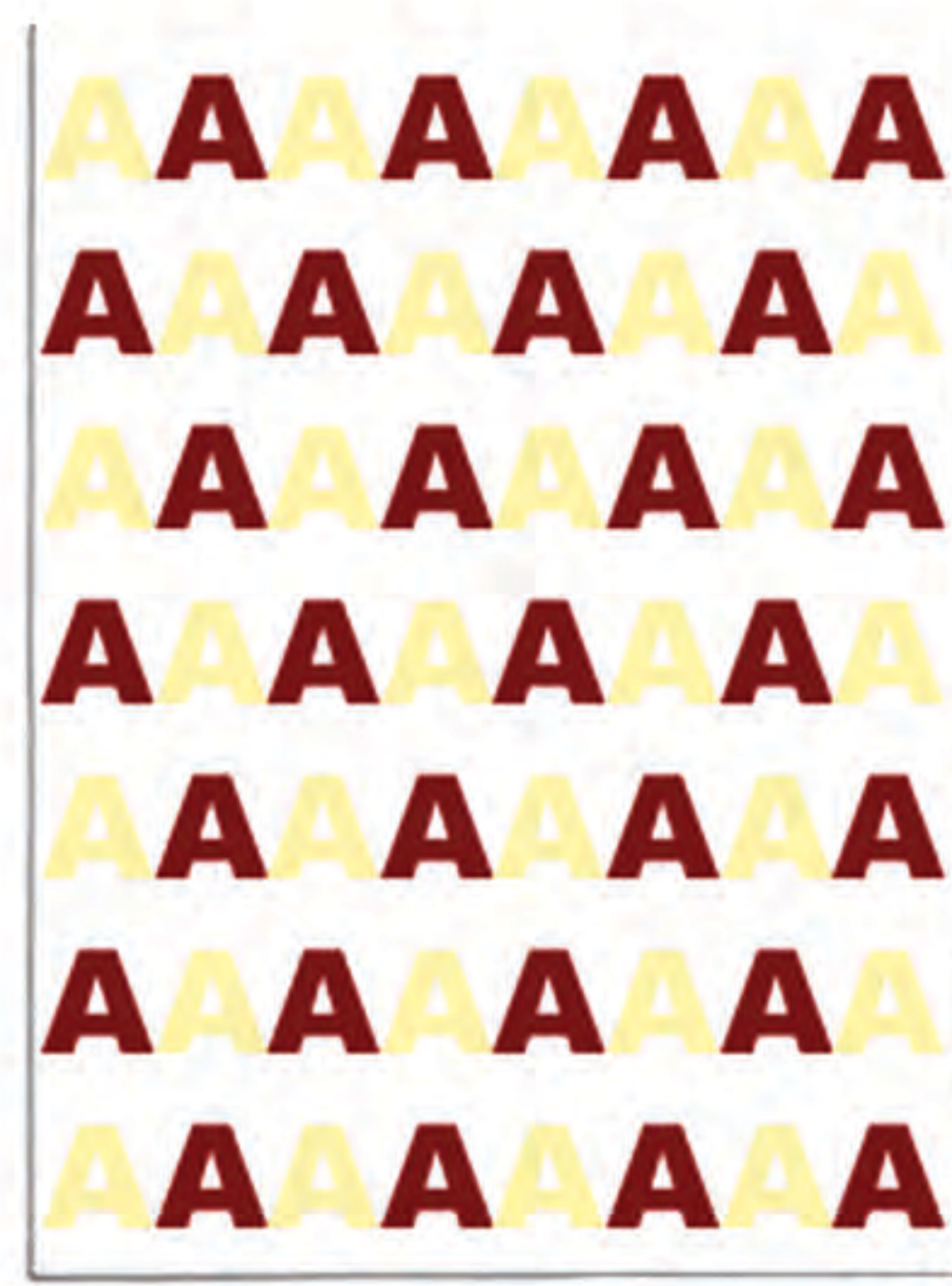
Angry  
**ANGRY**  
Angry



Scale



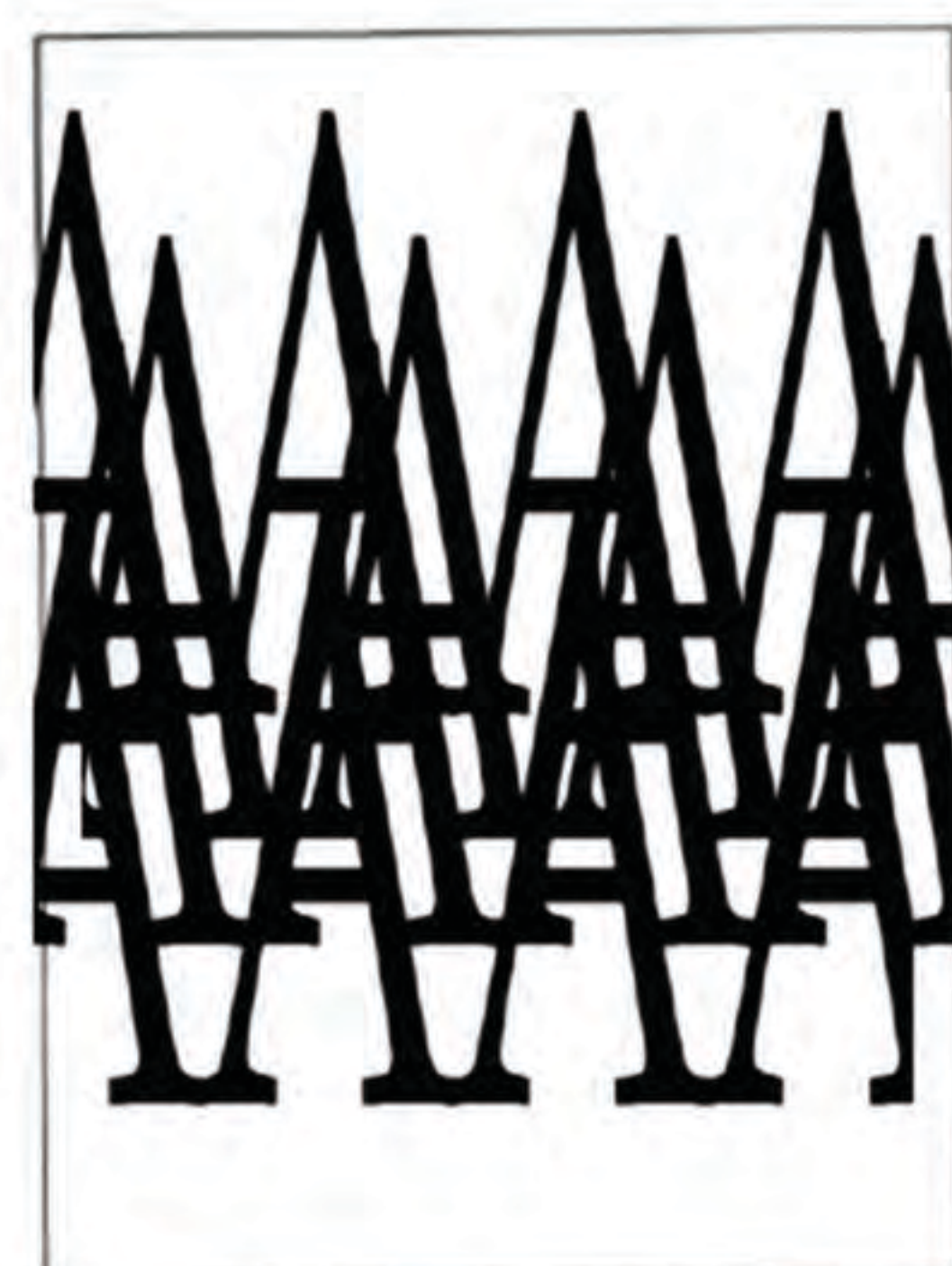
Positive Negative



Rhythm



## 3. Type can be used creatively



Congestion



Tension



Playful

Oh I wish that I could float to the sky and gaze at the earth like a bird.

birds in the sky.. fly away, like these

OH, I wonder and I wish that I could float to the sky and gaze at the earth like a bird.