

# Fonts and Emotion

Typography and Meaning

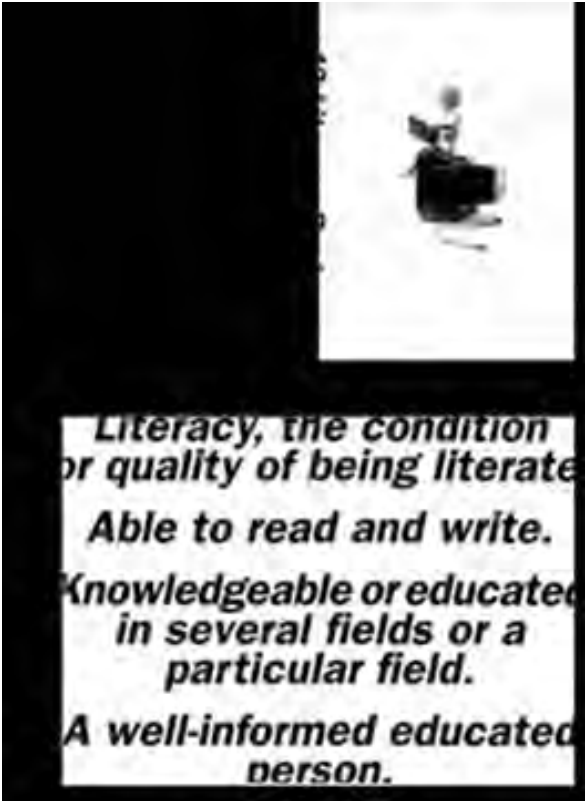
# + Typography never occurs in isolation.

Good Typography = Type Knowledge + Everything Else





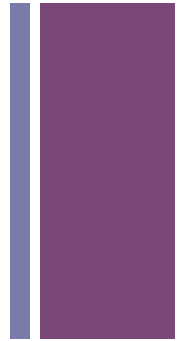
In other words, typography is the study of the relationships between type designs and the rest of human activity - politics, philosophy, the arts and the history of ideas.





# Typography exists to honor content.

Meanings of text (or absence of meaning) can be clarified, honored and shared, or knowingly disguised.



**Statuesque Transparency:** Draw then relinquish attention.

**Durability:** Timelessness!

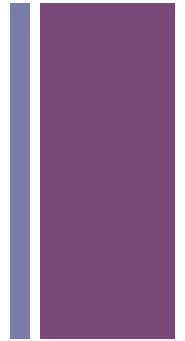
**Legibility:** Distinctness for easy perception.

**Emotion:** Living energy.



+ Letters have a life  
and dignity of  
their own.

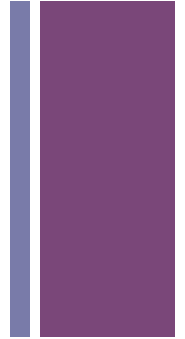
Well-chosen words  
deserve well-chosen  
letters!



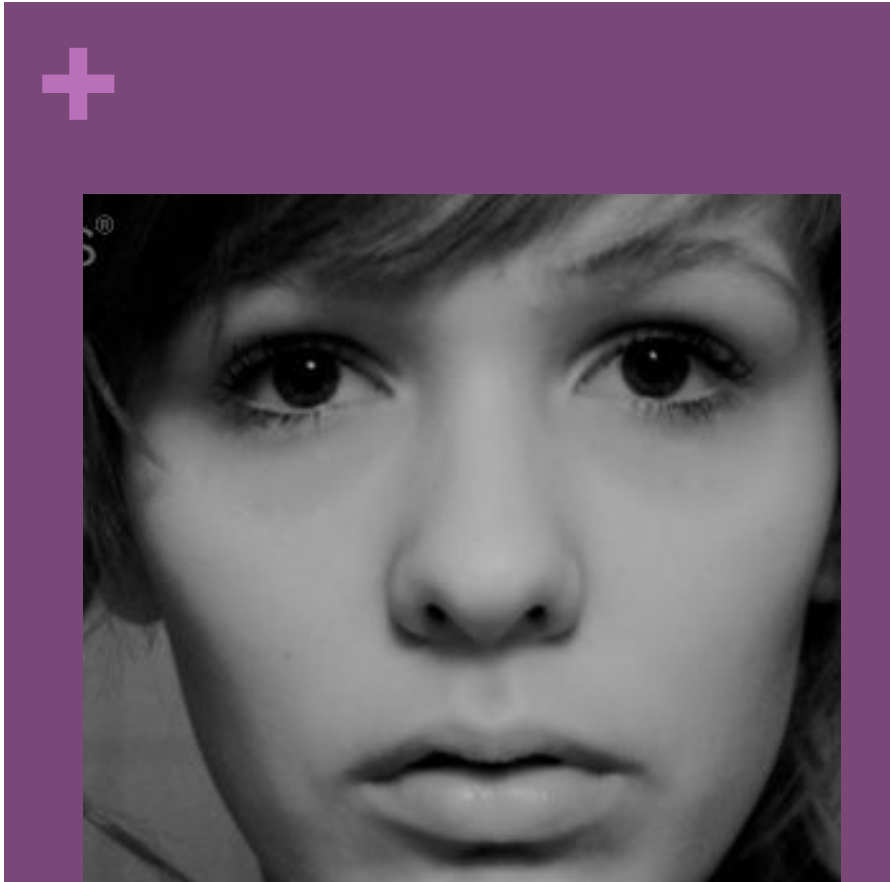




## So, what do you do?



1. Read and understand the text before designing it.
2. Analyze and map the text. Make the visible relationship between the text and other elements a reflection of their real relationship.



**Sad**



*Sad*



**Angry**



**Angry**







Joyful



*Joyful*



Confused



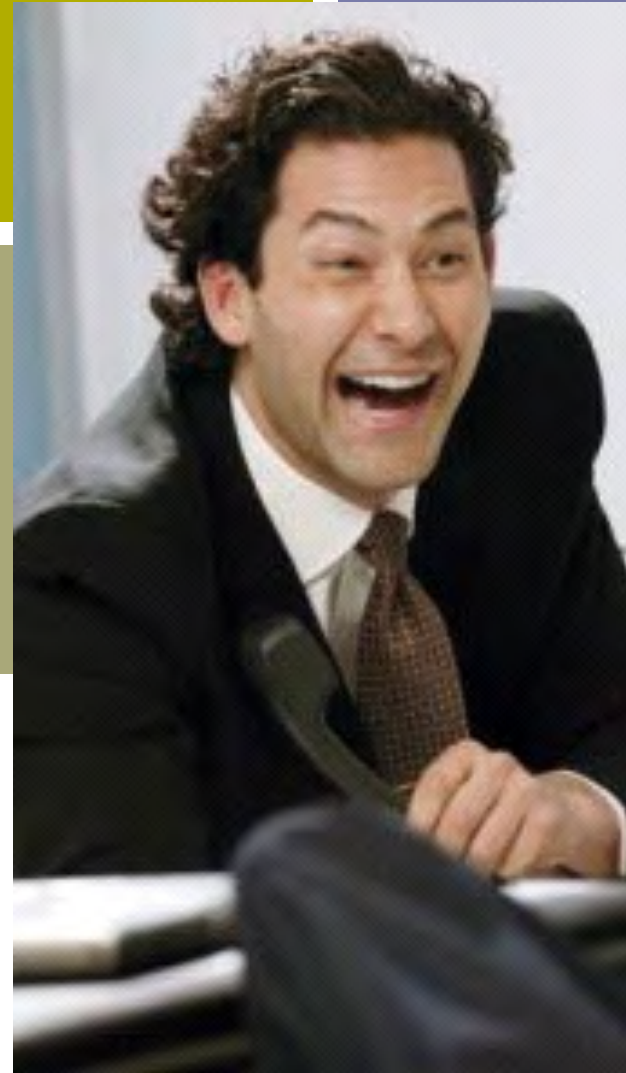
Confused



Excited



**EXCITED**







2008-2009  
**AXTOUR**  
ARENA CROSS TOUR  
produced by RIMAX Productions, LLC

**sloan's**  
supercenter  
sloanscycle.com

**CYCLE NATION**

**FREESTYLE SHOW  
BACK FLIP**

**EXCITING PRO MOTOCROSS  
AND QUAD RACING**

**SEE TOP AMATEUR RIDERS COMPETE**

**SEE PRO'S BATTLE FOR THEIR SHARE OF  
\$50,000 IN THE CLASH FOR CASH**

**WHERE: MILLER COLISEUM  
MURFREESBORO, TN**

**WHEN: SATURDAY JAN 17, 2009**

**DOORS OPEN: 6-00 PM**

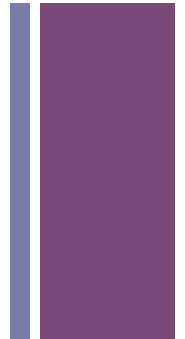
**MAIN EVENT: 7-00 PM**

**ADVANCED TICKETS: \$15 ADULT  
\$5 UNDER 12**

**TICKETS - DAY OF SHOW: \$17 ADULT  
\$8 UNDER 12**

**WHERE TO BUY: SLOAN'S MOTORCYCLES  
AND SARGE'S CYCLES**

[WWW.ARENACROSSTOUR.COM](http://WWW.ARENACROSSTOUR.COM)





2008-2009  
**AX TOUR**  
arena cross tour  
produced by RIMAX Productions, LLC

**sloan's**  
supercenter  
sloanscycles.com

**WHEELER**  
CYCLE CENTER

**FREESTYLE SHOW**  
BACK FLIP

**EXCITING PRO MOTOCROSS**  
AND QUAD RACING

SEE TOP AMATEUR RIDERS COMPETE

SEE PRO'S BATTLE FOR THEIR SHARE OF  
**\$50,000 IN THE CLASH FOR CASH**

**WHERE:** MILLER COLISEUM  
MURFREESBORO, TN

**WHEN:** SATURDAY JAN 17, 2009

**DOORS OPEN:** 6-00 PM

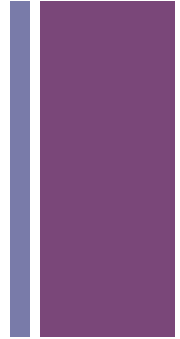
**MAIN EVENT:** 7-00 PM

**ADVANCED TICKETS:** \$15 ADULT  
\$5 under 12

**TICKETS - DAY OF SHOW:** \$17 ADULT  
\$8 under 12

**WHERE TO BUY:** SLOAN'S MOTORCYCLES  
AND SARGE'S CYCLES

WWW.AREACROSSTOUR.COM



# ***AX TOUR***

**SEE PROS BATTLE FOR THEIR SHARE OF \$50,000 IN THE CLASH FOR CASH**



THE SPA AT WINE & ROSES • LODI, CALIFORNIA

*Tranquility exists...*

EXPLORE THE SPA

THE NEST

MAKE A RESERVATION



seasonal  
PROMOTIONS



SPA  
packages

TREATMENTS

facials

body treatments

salon

gentlemen

bridal menu

mom-to-be

spa brochure  
[\(click here\)](#)



## the spa

A tranquil and natural environment with peaceful music and the soothing touch of spa professionals, it's an experience that will beckon your return.

Escape is only moments away at the spa at Wine & Roses. Choose from a wide array of treatments and services in our state-of-the-art, 5600 square foot spa. A one of a kind masterpiece designed by internationally recognized designer Judith Schultz in a natural and tranquil setting.

The spa is open seven days a week, year-round with the exception of a few National Holidays. Hours: Monday through Saturday 9 a.m. to 8 p.m. and Sunday 9 a.m. to 7 p.m.

Remember, evenings are magical at the Spa at Wine & Roses! Relax and unwind after work, refresh your mind and body, or share a romantic night out.





THE SPA AT WINE & ROSES • LODI, CALIFORNIA

*tranquility exists...*

EXPLORE THE SPA    THE NEST    MAKE A RESERVATION

THE SPA AT WINE & ROSES

*tranquility exists...*



FACT SHEET



# Cygnus Advanced Maneuvering Spacecraft

Cargo Delivery Spacecraft for the International Space Station



Artist's rendering of the Cygnus spacecraft approaching the International Space Station (ISS)

## QUICK FACTS:

### Mission Partners:

**Orbital Sciences Corporation**  
Prime contractor; engineering and development; Cygnus service module, unpressurized cargo module and mission operations

**Thales Alenia Space**  
Pressurized cargo module

**Draper Laboratory**  
Guidance, navigation and fault tolerant computer support

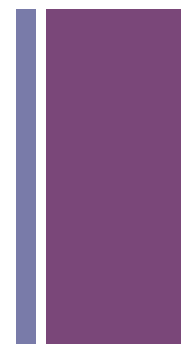
**SAIC**  
Mission assurance

**Odyssey Space Research**  
Visiting vehicle requirements support

**USA**  
Cargo operations

**SAS**  
Software IV&V, engineering support

**Cimarron**  
MCC-H gateway developer





**Orbital**  
Innovation You Can Count On™

FACT SHEET

## Cygnus Advanced Maneuvering Spacecraft

Cargo Delivery Spacecraft for the International Space Station

Artist's rendering of the Cygnus spacecraft approaching the International Space Station (ISS)

**QUICK FACTS:**

**Mission Partners:**  
**Orbital Sciences Corporation**  
Prime contractor; engineering and development; Cygnus service module, unpressurized cargo module and mission operations

**Thales Alenia Space**  
Pressurized cargo module

**Draper Laboratory**  
Guidance, navigation and fault tolerant computer support

**SAIC**  
Mission assurance

**Odyssey Space Research**  
Visiting vehicle requirements support

**USA**  
Cargo operations

**SAS**  
Software IV&V, engineering support

**Cimarron**  
MCC-H gateway developer

# Cygnus Advanced Maneuvering Spacecraft

Cargo Delivery Spacecraft for the International Space Station



**Orbital**  
Innovation You Can Count On™

FACT SHEET

**Cygnus Advanced Maneuvering Spacecraft**  
Cargo Delivery Spacecraft for the International Space Station



Artist's rendering of the Cygnus spacecraft approaching the International Space Station (ISS)

**QUICK FACTS:**

**Mission Partners:**  
Orbital Sciences Corporation  
Prime contractor: engineering and development; Cygnus service module, unpressurized cargo module and mission operations

**Thales Alenia Space**  
Pressurized cargo module

**Draper Laboratory**  
Guidance, navigation and fault tolerant computer support

**SAIC**  
Mission assurance

**Odyssey Space Research**  
Visiting vehicle requirements support

**USA**  
Cargo operations

**SAS**  
Software IV&V, engineering support

**Cimarron**  
MCC-H gateway developer



**W & R**  
the spa

THE SPA AT WINE & ROSES • LODI, CALIFORNIA

*tranquility exists...*

EXPLORE THE SPA    THE NEST    MAKE A RESERVATION

CGYNUS ADVANCED MANEUVERING SPACECRAFT

*cargo delivery spacecraft for the international space station*

The Spa at Wine & Roses

tranquility exists...



**Orbital**  
Innovation You Can Count On™

FACT SHEET

## Cygnus Advanced Maneuvering Spacecraft

Cargo Delivery Spacecraft for the International Space Station



Artist's rendering of the Cygnus spacecraft approaching the International Space Station (ISS)

**QUICK FACTS:**

**Mission Partners:**  
Orbital Sciences Corporation  
Prime contractor; engineering and development; Cygnus service module, unpressurized cargo module and mission operations

**Thales Alenia Space**  
Pressurized cargo module

**Draper Laboratory**  
Guidance, navigation and fault tolerant computer support

**SAIC**  
Mission assurance

**Odyssey Space Research**  
Visiting vehicle requirements support

**USA**  
Cargo operations

**SAS**  
Software IV&V, engineering support

**Cimarron**  
MCC-H gateway developer



# AXTour

See Pros Battle For Their Share Of \$50,000 In The Clash For Cash

***CGYNUS ADVANCED MANEUVERING SPACECRAFT***  
**CARGO DELIVERY SPACECRAFT FOR THE INTERNATIONAL SPACE STATION**



+



AXTOUR  
*see pros battle for their share of  
\$50,000 in the clash for cash*

***THE SPA at WINE & ROSES***  
**TRANQUILITY EXISTS...**



+ THE SPA AT WINE & ROSES

*tranquility exists...*

***THE SPA at WINE & ROSES***  
**TRANQUILITY EXISTS...**

The Spa at Wine & Roses  
tranquility exists...



***AXTOUR***

**SEE PROS BATTLE FOR THEIR SHARE OF \$50,000 IN THE CLASH FOR CASH**

**AXTour**

See Pros Battle For Their Share Of \$50,000 In The Clash For Cash

AXTOUR

*see pros battle for their share of  
\$50,000 in the clash for cash*

+

# Cgynus Advanced Maneuvering Spacecraft

Cargo Delivery Spacecraft for the International Space Station

CGYNUS ADVANCED MANEUVERING SPACECRAFT  
*cargo delivery spacecraft for the  
international space station*

***CGYNUS ADVANCED MANEUVERING SPACECRAFT***  
**CARGO DELIVERY SPACECRAFT FOR THE INTERNATIONAL SPACE STATION**



## Summary

There are always exceptions, but as a rule, typography should perform these services for the reader:

1. **Invite** the reader into the text;
2. **Reveal** the tenor and meaning of the text;
3. **Clarify** the structure and the order of the text;
4. **Link** the text with other existing elements;
5. **Induce** a state of energetic repose, which is the ideal condition for reading.

