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# WHY FONTS MATTER



Ebury Publishing. Paperback. Book Condition: new. BRAND NEW, Why Fonts Matter, Sarah Hyndman, We all constantly interact with type in almost every aspect of our lives. But how do fonts affect what we read and influence the choices we make? This book opens up the science and the art behind how fonts influence you. It explains why certain fonts or styles evoke particular experiences and associations. Fonts have different personalities that can create trust, mistrust, give you confidence, make things...

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- Authored by Sarah Hyndman
- Released at -



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