

# Quick Reference: Expressive Type

# Expressive Type

We can make type expressive without having to rely on existing display faces or lettering.

These examples just use a basic Sans Serif typeface, but express **the meaning of a particular word** through the use of design principles.

TYPEFACE (and their families and variations)

SIZE / SCALE

POSTURE

CASE

PLACEMENT

COLOR

SIZE OR SCALE

Surprise!

*or*

**Surprise!**

---

Silence

*or*

**Silence**

WEIGHT AND POSTURE

*Fast*

*or*

**Fast**

---

*Strong*

*or*

**Strong**

# Expressive Type

## CASE

serious *or* SERIOUS

---

young *or* YOUNG

## REPETITION

crowd *or* <sup>w</sup>crowd<sup>c</sup>  
crowd  
crowd d  
c  
r c r  
o

## PLACEMENT

**play** *or* **p l a y**

---

*fly* *or* FLY

## COLOR

**cold** *or* **hot**

---

**cold** *or* **hot**