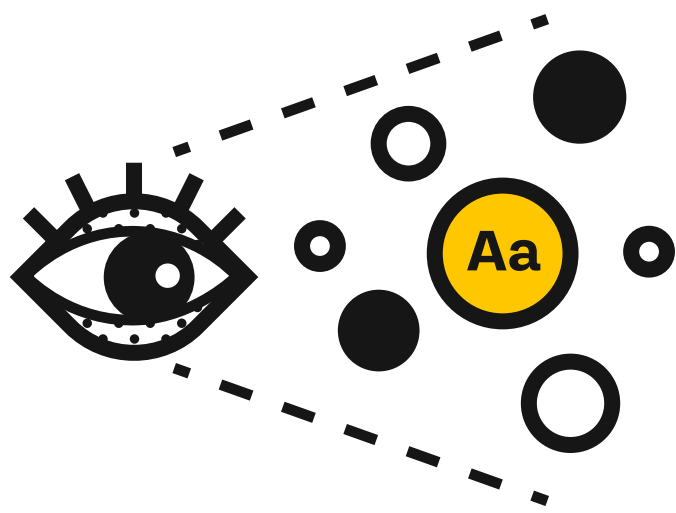


To Font or Not to Font

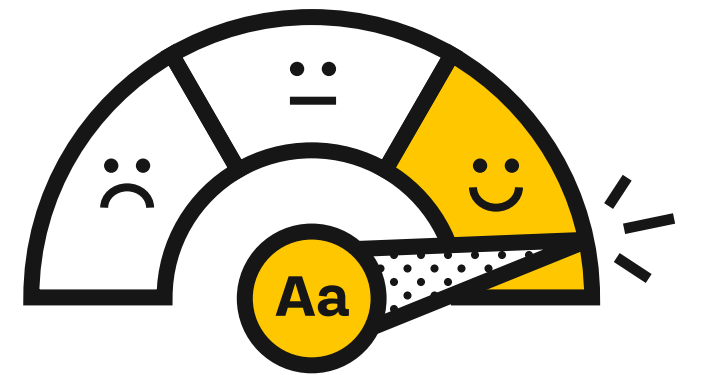
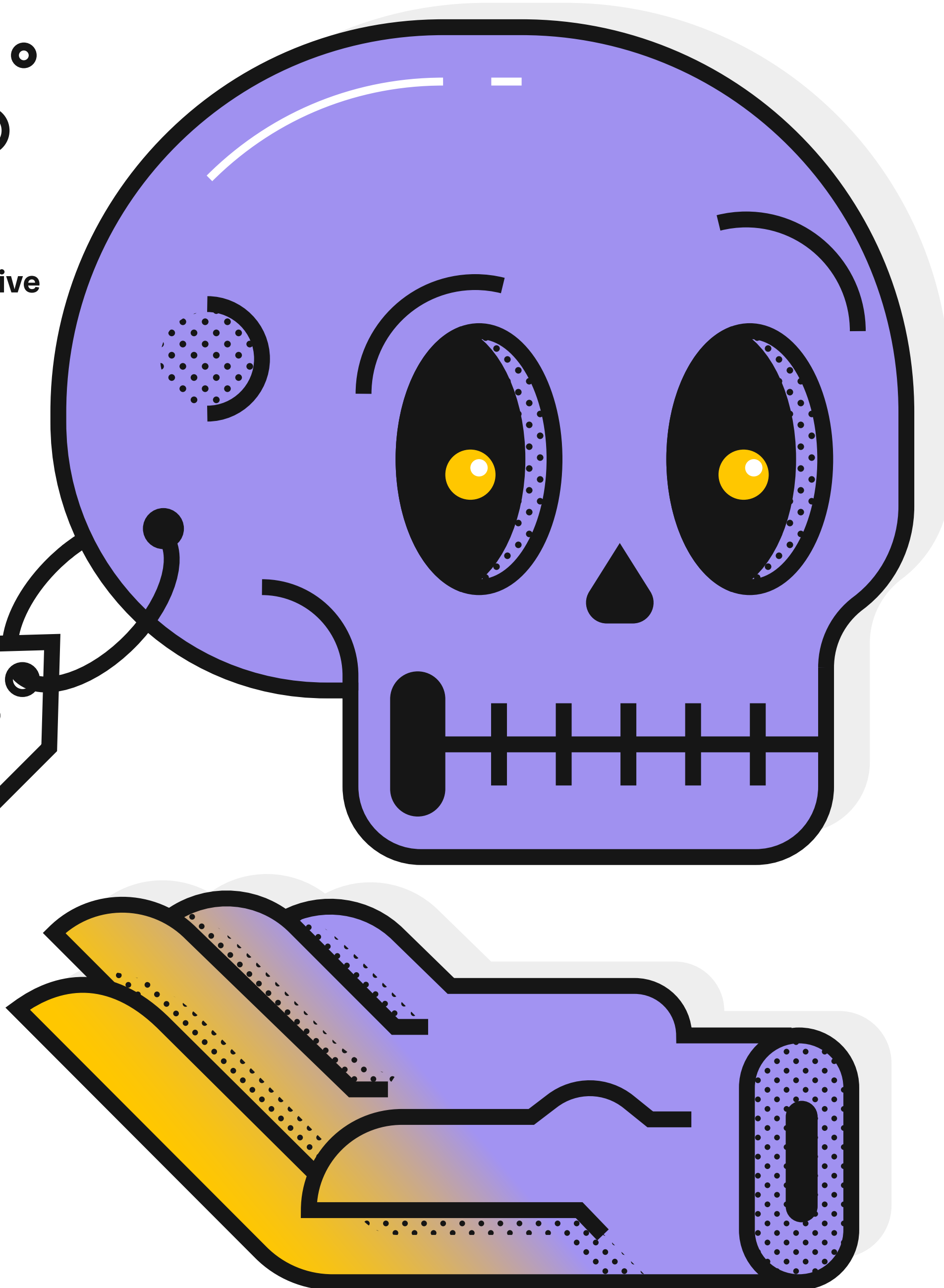


Statistics and information sourced from OpenAI's GPT-3.5 model.
The graphics were created by a [real human designer](#)¹.



Studies have shown that **using a distinctive font** for a logo can **increase brand recognition** by up to

80%



85%

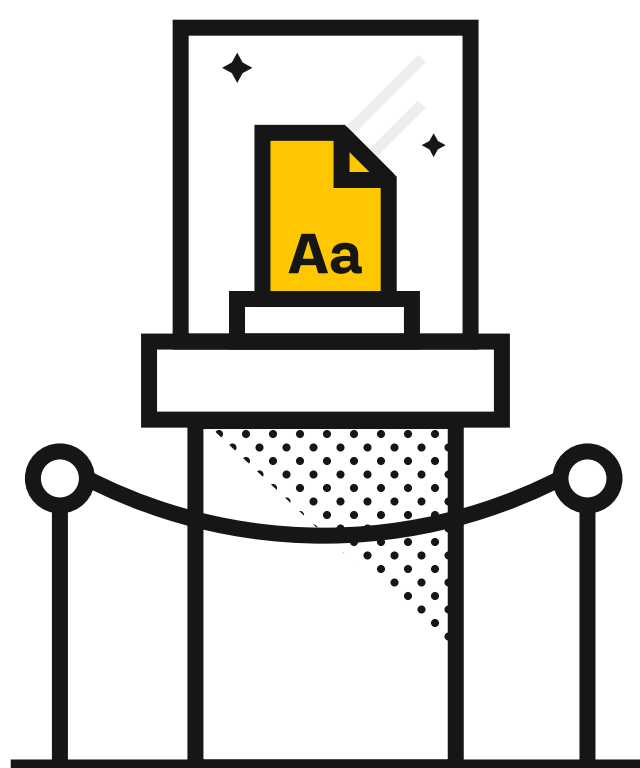
of designers believe that **font choice** has a significant **impact on the user experience** of a website or app.



The world's **largest collection of fonts** is held by the **Library of Congress in the United States**, with over

170,000

different typefaces.

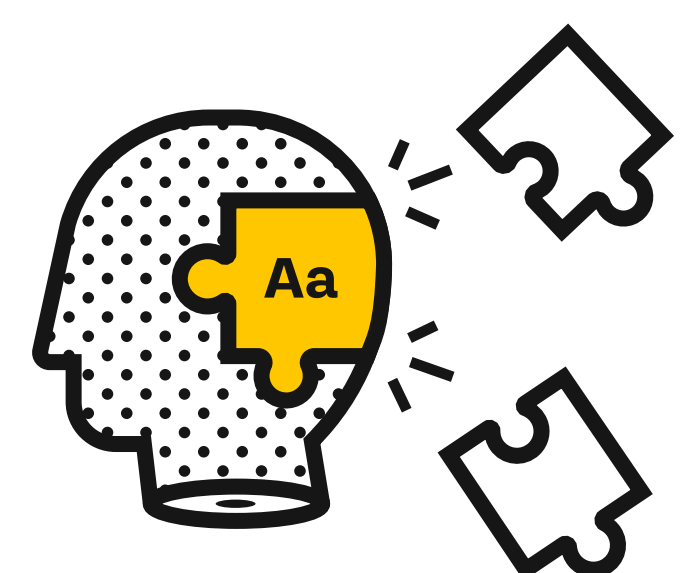


The **most expensive font** ever sold is believed to be the **"Trajan"** font, which was purchased by a major **Hollywood film studio** for **\$30,000.**



Matching fonts to the target audience's taste **boosts the emotional connection** by

4 times.



83%

of consumers **link specific fonts to** distinct **brand personalities** or attributes.