

What "Type" Are You? Study Reveals What Your Choice Of Computer Font Says About You

(NAPSA)—The printed word is a powerful communication tool. It can say as much about your personality as the clothes you wear, give you power and status or make the love of your life go weak in the knees. A new study called "The Psychology of Font," commissioned by printer company Lexmark International Inc. and written by psychologist Dr. Aric Sigman, examines how your choice in computer fonts serves as a form of social coding, exposing one's true character and influencing the message one is trying to convey. Ultimately, the study revealed conclusions about the types of font that are most appropriate for certain situations, as well as the emotional or psychological associations certain fonts may elicit. Below, Lexmark lists helpful tips for choosing the best fonts for getting your message across to others.

• **Resume Writing**—Just as wearing the right clothes to a job interview is important, using the right font for your resume can be as vital. When applying for more conservative or traditional positions, write your resume in Serif styles, such as Times or Times New Roman. These fonts project the image of respectability and trustworthiness. For more trendy or contemporary jobs, fonts like Verdana or Helvetica are quite popular because of their modern feel. Be sure to stay away from Courier when writing your resume—unless of course you want to appear impersonal and stuck in the past.

• **Love Letter**—When writing a love letter (or love e-mail) pay close attention to the font you choose. Fonts with big round Os and tails, like Humana, appear friendly and affectionate. And Mayday, a beautifully rounded,



soft and curvy font, is said to be quite inviting. At the same time, fonts like Times and Palatino express harshness, and may declare to your loved one that things are over, rather than proclaiming your love to him or her.

• **Power Letter**—When writing a letter to demand power and respect, such as one to request money owed, font size should be taken into account. Small fonts (e.g., 11 point) tend to express greater confidence and importance than larger fonts, implying that the writer is so important that he does not need to express the magnitude of his message. In addition, Courier, a font with otherwise limited usability, may serve its purpose well in this case by indicating the writer's authority and purpose.

• **Thank You Notes**—As electronic or formally typed thank you notes become more common, font choice should be a priority. Straight and sincere fonts, like Geneva, give off cheerful energy and state that you are genuine about your gratitude. Using a Courier-New font will express an automation-like coldness that may not be appropriate when giving thanks.

For more information about this study, visit www.lexmark.co.uk.