

SANS TO MY SERIF

HOW FONTS AND TYPEFACES IMPACT USA POLITICAL CAMPAIGN COMMUNICATIONS

? Do fonts have political attributes? ?
How does that impact voters?

Typically, audiences perceive fonts to have either liberal or conservative leanings and the more the font aligns with their ideology, the more they tend to favor it.

SANS
SERIF

SERIF
SERIF

Generally perceived
as more liberal
than serifs

Viewed as more
conservative than
sans serif

Easier to read for
web and digital
publications



Easier to read in
print publications



Used for emphasis
and grabs the
readers attention



Brains quickly
recognize
distinctive letters

