Shahda Mahmod

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Psychology of Fonts and Colours

My font is Britannic Bold and my fonts are Pantone Blue 072 c and Pantone 272 c (a light purple).

I chose the Britannic Bold font because I like that is it bold, stylish and chic. It stands out and gets the message across to the reader with is big and bold stroke but rounded and soft edges. This font would present my future brand as a trustworthy and successful company. It would send strong messages with style and uniqueness.

Pantone Blue 072 c is a deep blue or navy colour and Pantone 272 c is a light purple colour. I chose Pantone Blue 072 c because it is a trustworthy and successful colour for a brand. I also chose Pantone 272 c because it is a colour that represent creativity and originality. Those are the words that I would like my brand to present.