

exercise 3
love & hate typefaces

ethan altshuler
typography ii
summer 2022

best typeface (love)

Proxima Nova

- Letters forms are clear and legible

A	B	C	D	E	F	G
H	I	J	K	L	M	N
O	P	Q	R	S	T	U
V	W	X	Y	Z		
a	b	c	d	e	f	g
h	i	j	k	l	m	n
o	p	q	r	s	t	u
v	w	x	y	z		

worst typeface (hate)

Gothenburg Fraktur

- Ligatures and other details taken too far
- Lowercase letters f, k & t look too similar along with r & x, as the k doesn't really look like an actual k as well as the x especially
 - Same with uppercase I & J



commonality

Signage (Amusement Park)

Generic

Clear

Professional

Sophisticated

Typical

Signage (Amusement Park)

Medieval

Mythical

Feudal

Historic

Adventurous

Treacherous

final redesigned font

Amusement Park

mockup

