



# Farmacia

Farmacia, Nguyen Gobber, 2019

Version 2.0



Farmacia is a condensed sans-serif typeface created for headlines, wordmarks, and bold statements. Its design features oddities inspired by an old signage of a pharmacy in Basel. The typeface gets its character from formal peculiarities, such as the slightly bent posture of C, the expressive upward diagonal of K, and the sharp spikes of M and W.

YES!  
OK  
NOW

BREAKING  
NEWS:  
Big & Bold  
Headline!!  
Are We  
DOOMED?

«The Journal»  
 £1,960.25  
 SEQUENCES  
 @email Cc:  
 North ⇅ South  
 ①×②③÷④  
 {Grafiker\*in}  
 Nr. 3147-8

Once again, we encounter the phenomenon that type-faces—regardless of their optical legibility—trigger particular feelings on the part of readers simply ...

through their appearance, and can have a positive or negative impact. This seems to be pragmatic evidence to show that, over and above their primary and essential task of acting as a visual means of transport for language, typefaces are also able to communicate atmosphere. In this context, Spencer mentions analyses by Ovink and Zachrisson that reinforce this assumption.

However, on the basis of an analysis of advertisements over a period of 50 years, Spencer believes 'that findings of congeniality may have little temporal stability, and such an examination supports Warde's view, that the choice of an appropriate typeface is a subconscious act, the effect of which is ephemeral. We may also reflect that sanserif letterforms which have been much used in this century to express the notion of "modernity" were first revived in the eighteenth century because of their associations with rugged antiquity.' In Kapr's opinion: 'The choice of typeface is naturally decisive for the interpretation of a text and its content. It is also permissible to interpret a text in various ways, much as an opera or a piece of music ...

