Did you know that phycologists, (that’s people who look at how brains work to you and I), have proven that colour has the power to make us feel a certain way?

For example, the colour green makes us feel calm whereas the colour red makes us feel vibrant and excited.

This ‘colour phycology’ as we may call it is something businesses across the world consider to make their products more appealing to customers.

Take a look at the image below to see how colours have been considered by some of the world’s biggest brands.
It’s not just colours that have an impact on the way something is presented, companies often spend a lot of time and lot of money considering what types of fonts they should use too.

Looking at the below fonts, how do they make you feel and what products do you think they would be used for? Write your answer below each font.

**Font One**

**Font Two**

**Font Three**

**Font Four**
A type designer is someone who creates new fonts.

A company will often employ a type designer to create an original font for them to use.

Use the space below to create your own font- what would the font be used for?