

DESIGN MATTERS  
LAGOS 2023

# Abel Idume

Brand Designer.  
Design Generalist.



*"I will see you again, dear"*

"I WILL SEE YOU AGAIN, DEAR"

# Typographic mastery:

Harnessing the  
Superpower of  
Typography in Design



**What is Typography?**

Stairs ↑  
Orthopaedic & Fracture ↑  
Cardiology & Respiratory ↑  
General Out-patients

1 oo 2 abc 3 def  
4 ghi 5 jkl 6 mno  
7 pqrs 8 tuv 9 wxyz  
\*+ 0 \_ ↑#

adidas  
ARKIN  
14

3:45

DON'T  
BE  
A  
Fossil  
FUELED  
EARTH

Will you  
be my  
girlfriend?

NISSAN

ORION OD8025-24HB BRUSHLESS DC  
0.12A AMP 24V-DC 3 IN COOLING  
FAN  
071814 D426395 KFP 110

ODG

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7 .iii. sol. Silua. mille porc. In hac uilla. e Beveinicha  
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Print Install

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Version: Version 1.000  
OpenType Layout, PostScript Outlines

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12 **The quick brown fox jumps over the lazy dog. 1234567890**

18 **The quick brown fox jumps over the lazy dog. 1234567890**

24 **The quick brown fox jumps over the lazy dog. 1234567890**

36 **The quick brown fox jumps over the lazy dog. 1234567890**

48 **The quick brown fox jumps over the lazy dog. 1234567890**

60 **The quick brown fox jumps over the lazy dog. 1234567890**

72 **The quick brown fox jumps over the lazy dog. 1234567890**



**This easy access however,  
creates a new challenge.**

# **Typography can:**

- affect our mood,**
- speak to our emotions,**
- influence the way we make decisions.**

01. Tasty Chicken

02. **Tasty Chicken**

03. **TASTY CHICKEN**

04. **Tasty Chicken**

**When we speak, our tone of voice gives meaning to what we say, and who we speak to.**

**So does typefaces.**



OLD



NEW



No  
room  
for  
racism

# **Why does it matter?**

- Emotions matter**
- We should control the narrative**
- We have the power to make life easier.**



**EMERGENCY**

**Hospital**



**Overall, typography is more than just a tool for conveying information. It is as psychological as it is visual. It can affect our mood, emotions and decisions.**

- How can we wield this power the right way?**
- How can we make people's lives easier with our type skills?**
- How can we influence people to make better decisions with our typography?**

**With great power  
comes great  
responsibility.**



**thank you.**