



The Power of Word Shapes

The phenomenal power of the human mind, according to a research at Cambridge University, it doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter be in the right place. This is mainly true for type set in lower case, because the mind recognizes various letters and uppercase letters are all the same height. The rest can be a total mess and you can still read it without a problem. This is because the human mind does not read every letter by itself, but the word as a whole. Amazing huh? Yeah and I always thought spelling was important!

Word shapes are very powerful which is why a company name set in upper and lower case is more memorable than one set in all upper case.