

TYPOTHERMIA

The promiscuous refusal to make a lifelong commitment to a single typeface—or even to five or six, as some doctors recommend. Typothermiacs are constantly tempted to test drive “hot” new fonts, often without a proper license.

TYPOPHILIA

An excessive attachment to and fascination with the shape of letters, often to the exclusion of other interest and object choices. Typophiliacs usually die penniless and alone.

TYPOPHOBIA

The irrational dislike of letterforms, often marked by a preference for icons, dingbats, and—in fatal cases—bullets and dagger. The fears of the typophobe can often be quieted (but not cured) by steady doses of Helvetica and Times Roman.

COMMON TYPOGRAPHIC DISEASES

Various forms of dysfunction appear among populations exposed to typography for long periods of time. Listed here are a number of frequently observed afflictions.

TYPPOCHONDRIA

A persistent anxiety that one has selected the wrong typeface. This condition is often paired with okd (optical kerning disorder), the need to constantly adjust and readjust the spaces between letters.