

MIX  
TYPE  
SPECIMEN

Mm

**Traditionally, Serif typeface is tended to be used for emotional situation while San-serif typeface is usually representing rational. However, the situation in reality is a mixed chaos; this usually appeared to be a mixture of rational calculation with emotional expression. Just like my old man said, Ones shouldn't be totally rational to be a human being, but emotional empathy keep a real man, around 70% of a rational thinking mindset mixed with 30% emotional touch. "Mix Type" is designed under this concept — mixing 30% emotional touch with 70% rational mindset.**

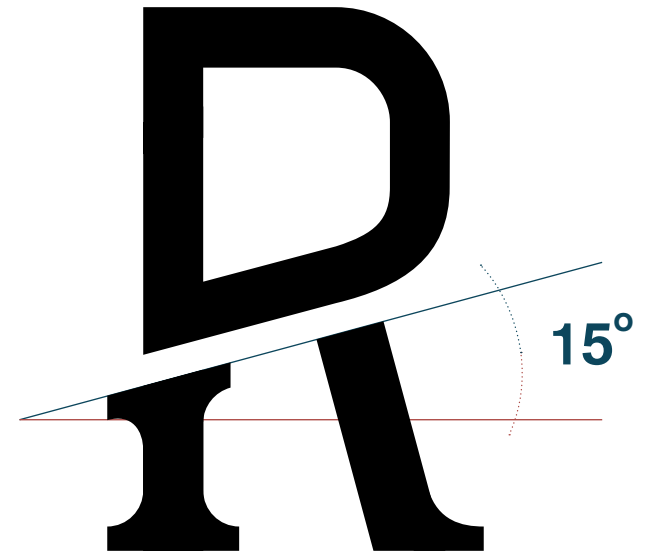
70%  
rational



IMR

The logo consists of the letters 'I', 'M', and 'R' in a bold, black, sans-serif font. To the left of the 'I' are two vertical bars: a taller teal one on top and a shorter red one below it.

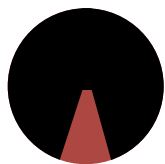
30%  
emotional



IMR

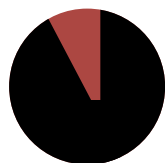
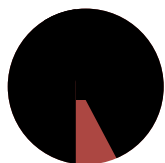
The logo consists of the letters 'I', 'M', and 'R' in a bold, black, sans-serif font. A thin teal line is drawn across the letters, starting from the left and sloping upwards to the right. A red horizontal line is drawn below the letters. A dashed red arc indicates the angle between the teal line and the red line, which is labeled as 15°.

A



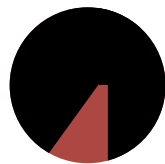
Q

N



Q

M



S

A B C D E F G H I J K

L M N O P Q R S T U

V W X Y Z a b c d e f

g h i j k l m n o p q r s t

u v w x y z 1 2 3 4 5 6

7 8 9 0 & \* ! ? . , : ; ' " " -

24pt

Latin Typeface  
Chinese Typeface  
Communication  
Experimental

42pt

L A T I N & C H I N E S E  
T Y P O G R A P H Y

84pt

L O G I C A L  
R A T I O N A L  
E M O T I O N A L

Project

you

rather

follow

your

EMOTIONAL  
RATIONAL

your

follow

rather

you

follow

**Mix Type  
Specimen**

**Jamfactory  
All Right Reserved  
2019**