# Comic Sans   Harvard Case Solution & Analysis

## Inappropriate Uses

## Criticism

Though Connare didn't intend for the font to be used by any applications that weren't targeted for children, the font quickly gained popularity resulting in a whirlwind of hate.

Though a fun font, it has been known to be used inappropriately. It is not meant to be used in business emails or any other formal/ serious situations.

In 1999 the "Ban Comic Sans" movement was started by two graphic designers, Holly and Dave Combs. Originally, the site was intended to teach amateur designers when to use fonts appropriately but it ended up becoming the strongest anti-font movement around.

## Mentionable Uses

Used in the popular computer game, The Sims

Used on the name tag of beanie babies

## Introduction

- Sans-serif type casual script typeface designed by Vincent Connare
- Released in 1994 by Microsoft Corporation
- Considered a casual typeface and was designed to imitate the look of lettering in comic books
- Font has often been highly criticized because of its popular use in inappropriate situations.

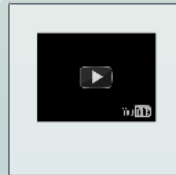The Quick Brown Fox Jumps Over The Lazy Dog.

## History

## Many Supporters

"Comic Sans isn't complicated, it isn't sophisticated, it isn't the same old text typeface like in a newspaper. It's just fun – and that's why people like it" - Vincent Connare

Though Comic Sans gets a lot of grief, many people still enjoy it, believing the font isn't bad when used appropriately.

Comic Sans is currently available on 99% of Windows computers as well as 90% of Macs making it to be about the 9th most common font.

Youtube video supporting it

## Sources

**TheCaseSolutions.com**

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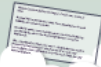
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The Quick Brown Fox Jumps Over The Lazy Dog.
g
abcdefghijklmnopqrstuvwxyz0123456789[]{}?/\·+-

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The Quick Brown Fox Jumps Over The Lazy Dog. *g*

abcdefghijklmnopqrstuvwxyz0123456789 [ ] ( ){ } / \ < > ?

# History

Vincent Connare starting working on Comic Sans in Oct of 1994

Noticed Microsoft Bob was using Times New Roman in word bubbles of cartoon characters

Decided to create a new font based on comic book lettering specifically based on The Dark Knight Returns as well as Watchmen.

Was completed too late to be used in MS Bob but was used in Microsoft 3D movie maker, Windows 95 Plus! Pack, and eventually became a default font for Microsoft Publisher and Internet Explorer.

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# Inappropriate Uses

*18th Dec 1947 Maggie Innes + 20th July 2002

she loved her husband
she loved her son
she loved her granddaughters
she also loved to sleep
and now at peace
she can sleep forever

Paris Innes

you are the shining light in our lives
trevor paris shona, louise & maggie moe

SURREY POLICE
With you making Surrey safer

IF YOU HAVE BEEN THE SUBJECT
OF A RAPE OR SERIOUS SEXUAL
ASSAULT AND WOULD LIKE TO
MAKE A DECISION ABOUT WHAT
YOU CAN DO

SURREY POLICE HAVE

VIOLENT CRIME REDUCTION ACT
TOY/IMITATION
WEAPONS

WE ARE UNABLE TO SELL TOY
GUNS TO ANYONE
UNDER 18 YRS

Danger of Death!