

**ONLINE SUPPLEMENT:
Font matters: Understanding typeface selection by political campaigns**

I. Typeface Coding Procedure and Frequency Table

Each logo was coded for presence of first and last name, and then coded for the typeface family used to render the first name (if present) and last name (if present). Coding procedures were as follows:

Presence of first name: Logos that contained the candidate's first name were coded as 1, otherwise 0; Krippendorff's alpha 1, agreement percentage 100%.

Presence of last name: Logos that contained the candidate's last name were coded as 1, otherwise 0; Krippendorff's alpha 1, agreement percentage 100%.

First name typeface family: When first name was present, the name was coded for the typeface in which it was rendered, as one of the following: serif, sans serif, slab serif, script, handwriting, display, or blackletter; Krippendorff's alpha .895, agreement percentage 93.3%.

Last name typeface family: As with first name, when last name was present its typeface was coded as either serif, sans serif, slab serif, script, handwriting, display, or blackletter; Krippendorff's alpha .86, agreement percentage 92.7%.

Table A1: Descriptive Statistics, Prevalence of Sign Characteristics

Characteristic	Prevalence
First name	753 (82.9%)
Last name	882 (97.1%)
Any sans serif	615 (67.7%)
Any serif	257 (28.3%)
Any slab serif	58 (6.4%)
Any script / handwriting	33 (3.6%)
Female candidate	258 (28.4%)
Incumbent	396 (43.6%)
Region:	
New England	46 (5.1%)
Mid-Atlantic	112 (12.3%)
South Atlantic	168 (18.5%)
East Midwest	133 (14.6%)
East South Central	56 (6.2%)
West Midwest	67 (7.3%)
West South Central	105 (11.6%)
Mountain	74 (8.1%)
Pacific	145 (16.0%)

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II. Variables Predicting Use of First and Last Name in Logo

Table A2: Logistic Regression, Presence of First and Last Name¹

	First Name (753 out of 908)	Last Name (882 out of 908)
Party		
Republican	0.81 (0.55-1.17)	1.54 (0.60-4.28)
Other	1.81 (0.31-34.45)	0.22 (0.03-4.60)
Competitiveness	1.15 (0.91-1.49)	0.91 (0.58-1.55)
Incumbent	1.08 (0.69-1.73)	0.64 (0.19-2.24)
Years in Office	0.98 (0.95-1.02)	1.05 (0.96-1.19)
Male	0.28*** (0.15-0.48)	3.86** (1.58-9.95)
Density	1.18* (1.03-1.36)	1.10 (0.82-1.52)
Region		
New England	1.49 (0.65-3.64)	0.81 (0.12-6.66)
Mid-Atlantic		1.17 (0.21-5.81)
South Atlantic	2.01* (1.08-3.78)	7.43+ (0.92-152.94)
E. South Central	1.93 (0.83-4.66)	2.53 (0.30-53.38)
W. South Central	2.13* (1.05-4.40)	1.08 (0.20-5.26)
E. Midwest	1.62 (0.85-3.08)	1.98 (0.35-11.18)
W. Midwest	1.98 (0.89-4.63)	
Mountain	1.13 (0.55-2.38)	1.19 (0.21-6.83)
Pacific	3.95*** (1.82-9.17)	1.59 (0.29-8.11)
Intercept	4.38** (1.74-11.39)	7.94* (1.51-53.21)
R ²	11.0%	10.3%

N = 908; + p < .10; * p < .05; ** p < .01; *** p < .001

¹ Odds ratios with 95% confidence intervals

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III. Regression results for moderating effect of partisanship

Table A3: Multinomial Logistic Regression, Moderating Effect of Partisanship on Typeface, First Names¹

	<u>San Serif as Baseline</u>			<u>Serif as Baseline</u>	
	Serif (n=227)	Slab Serif (n=53)	Script-Hand-Display (n=18)	Slab Serif (n=53)	Script-Hand-Display (n=18)
Party					
Republican	0.93 (0.40-2.17)	0.82 (0.21-3.31)	0.39 (0.04-4.07)	0.89 (0.19-4.08)	0.42 (0.04-4.72)
Competitiveness	0.53* (0.32-0.87)	1.12 (0.59-1.73)	0.31 (0.05-1.83)	1.93+ (0.96-3.91)	0.59 (0.10-3.67)
Incumbent	1.62* (1.01-2.58)	0.62 (0.24-1.58)	0.70 (0.25-1.91)	0.38+ (0.14-1.01)	0.43 (0.15-1.21)
Years in Office	1.04* (1.01-1.08)	1.06* (1.00-1.12)	1.05 (0.98-1.12)	1.02 (0.96-1.08)	1.01 (0.94-1.07)
Male	0.71 (0.47-1.08)	1.85 (0.81-4.23)	0.31** (0.13)	2.60* (1.09-6.24)	0.44+ (0.18-1.06)
Density	0.90 (0.79-1.04)	1.00 (0.77-1.29)	0.84 (0.62-1.13)	1.10 (0.84-1.45)	0.93 (0.68-1.26)
Region					
New England	3.51* (1.24-9.93)	0.50 (0.05-4.91)	6.85+ (0.87-54.21)	0.14 (0.01-1.53)	1.95 (0.23-16.61)
Mid-Atlantic	1.49 (0.59-3.78)	0.71 (0.17-3.05)	1.05 (0.12-9.01)	0.48 (0.09-2.42)	0.70 (0.07-6.64)
South Atlantic	1.27 (0.54-3.02)	0.86 (0.25-3.02)	1.20 (0.18-7.92)	0.68 (0.16-2.82)	0.94 (0.13-6.87)
E. South Central	3.71* (1.34-10.27)	2.45 (0.55-10.93)	0.00*** (0.00-0.00)	0.66 (0.13-3.36)	0.00*** (0.00-0.00)
W. South Central	2.02 (0.83-4.95)	0.34 (0.06-2.00)	1.99 (0.27-14.85)	0.17+ (0.03-1.12)	0.99 (0.12-8.00)
E. Midwest	1.51 (0.63-3.66)	1.07 (0.30-3.81)	2.39 (0.37-15.28)	0.70 (0.17-2.99)	1.58 (0.22-11.13)
W. Midwest	1.89 (0.71-5.06)	0.53 (0.09-3.12)	3.43 (0.50-23.58)	0.28 (0.04-1.92)	1.81 (0.24-13.86)
Mountain					
Pacific	2.21+ (0.93-5.23)	0.60 (0.15-2.45)	4.09 (0.70-23.96)	0.27 (0.06-1.29)	0.18 (0.29-11.88)
Interaction					
Rep x Competitive	1.83* (1.01-3.33)	1.05 (0.45-2.43)	6.86* (1.10-42.71)	0.57 (0.22-1.52)	3.75 (0.57-24.83)
Incremental R ² : 5.1% ^{**}					
Intercept	0.45 (0.14-1.47)	0.07** (0.01-0.41)	0.17 (0.01-3.06)	0.15+ (0.02-1.17)	0.38 (0.02-7.75)

Cumulative R²: 22.6%

N = 882; + p < .10; * p < .05; ** p < .01; *** p < .001

¹ Odds ratios with 95% confidence intervals.

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Table A4: Multinomial Logistic Regression, Moderating Effect of Partisanship on Typeface, Last Names¹

	<u>San Serif as Baseline</u>			<u>Serif as Baseline</u>	
	Serif (n=227)	Slab Serif (n=53)	Script-Hand-Display (n=18)	Slab Serif (n=53)	Script-Hand-Display (n=18)
Party					
Republican	0.66 (0.30-1.43)	0.68 (0.20-2.30)	0.93 (0.06-14.02)	1.03 (0.27-3.97)	1.41 (0.09-22.78)
Competitive	0.56* (0.36-0.90)	0.85 (0.50-1.44)	0.53 (0.10-2.93)	1.51 (0.77-2.95)	0.94 (0.16-5.45)
Incumbent	1.63* (1.06-2.51)	0.70 (0.31-1.58)	0.05** (0.01-0.34)	0.43+ (0.18-1.01)	0.03*** (0.00-0.21)
Years in Office	1.04* (1.01-1.07)	1.04 (0.99-1.10)	1.17*** (1.08-1.27)	1.00 (0.95-1.06)	1.13** (1.04-1.23)
Male	1.03 (0.69-1.54)	1.88 (0.88-3.99)	1.57 (0.40-6.15)	1.82 (0.81-4.07)	1.52 (0.38-6.13)
Density	0.91 (0.90-1.04)	0.91 (0.73-1.14)	1.01 (0.68-1.49)	1.00 (0.78-1.27)	1.11 (0.74-1.65)
Region					
New England	2.31+ (0.88-6.05)	0.00*** (0.00-0.00)	2.79 (0.23-34.10)	0.00*** (0.00-0.00)	1.21 (0.09-16.31)
Mid-Atlantic	1.85 (0.79-4.30)	1.49 (0.42-5.28)	0.00*** (0.00-0.00)	0.81 (0.19-3.38)	0.00*** (0.00-0.00)
South Atlantic	1.44 (0.65-3.19)	0.91 (0.27-3.13)	1.76 (0.19-16.54)	0.64 (0.16-2.54)	1.22 (0.12-12.62)
E. South Central	4.40** (1.75-11.04)	2.63 (0.65-10.65)	0.00*** (0.00-0.00)	0.60 (0.13-2.74)	0.00*** (0.00-0.00)
W. South Central	2.05+ (0.89-4.72)	1.09 (0.29-4.11)	0.81 (0.05-13.71)	0.53 (0.12-2.33)	0.40 (0.02-7.21)
E. Midwest	2.01+ (0.90-4.48)	1.31 (0.38-4.49)	1.02 (0.09-12.07)	0.65 (0.16-2.60)	0.51 (0.04-6.52)
W. Midwest	2.00 (0.80-5.00)	1.13 (0.26-4.87)	2.22 (0.18-27.04)	0.56 (0.11-2.85)	1.11 (0.08-14.92)
Mountain					
Pacific	2.42* (1.08-5.43)	0.97 (0.25-3.71)	1.74 (0.17-17.51)	0.40 (0.09-1.76)	0.72 (0.07-7.88)
Interaction					
Rep x Competitive	1.81* (1.05-3.12)	1.19 (0.56-2.55)	2.26 (0.35-14.78)	0.66 (0.27-1.59)	1.25 (0.18-8.62)
Incremental R ² : 4.1%					
Intercept	0.29* (0.10-0.88)	0.09* (0.02-0.45)	0.02* (0.00-0.82)	0.30 (0.05-1.92)	0.08 (0.00-3.12)
Total R ² : 18.8%					

N = 882; + p < .10; * p < .05; ** p < .01; *** p < .001

¹ Odds ratios with 95% confidence intervals