This thesis investigates how ethnic type does not only commodify a culture, but also fabricates identities and perpetuates stereotypes. Choosing an appropriate typeface requires a particular level of thoughtfulness back by thorough and accurate research. Ethnic type is lettering that suggests the culture of a specific ethnic or religious group. Ethnic type delivers quick and accessible visual ques enabling entrepreneurs and designers to take advantage of the convenience ethnic type provides. Consequently, the overuse of ethnic type develops an artificial interpretation to the outsider. The visual representation America has developed for the Asian community exemplifies the role design plays in constructing culture. The lineage of stereotypical pseudo-Asian type can be followed by examining the history endured by the Asian-American community. Homogenizing a culture into one overarching aesthetic dissolves its uniqueness, authenticity, and integrity to serve the American taste. The continuous diversification of America makes representing culture in a sensitive way vital to the design field. Moving forward designers must notice and reflect on the many issues regarding ethnic type.