PROCESS BOOK

RESEARCH

ACCENTED CHARACTERS:

Small marks over, under, or through a letterform indicating specific punctuation or changes in stress

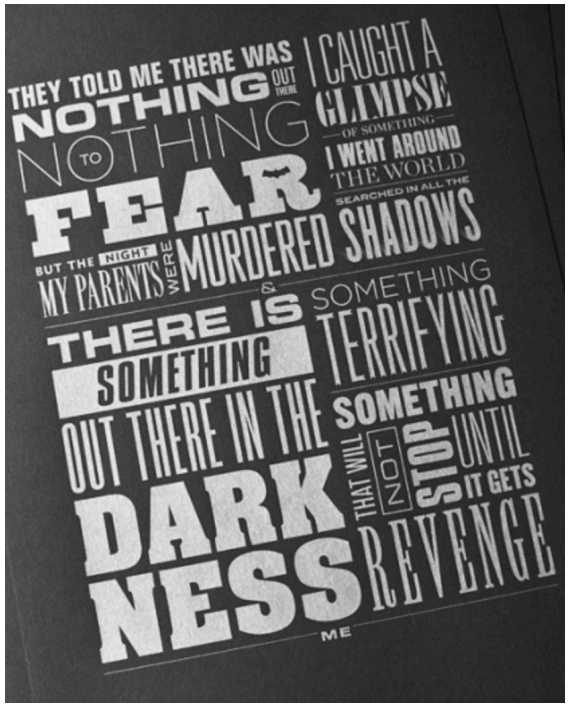
- Important in both written and spoken language – which results in it being important in typography
- These small yet significant letters indicate pronunciation and emphasis
- Clarifies meaning of a word. For example, divorce is an action while divorcée is the person who went through the divorce process

WEIGHT (OF TYPEFACES):

The lightness or heaviness of a typeface which is dertermined by the stoke thickness to the character height

- There have been attempts to standardize weight and proportion termonology for typefaces –none have stuck
- Some examples of common names: light, book, medium, demi bold, and black
- Adrian Frutiger tried establishing a mathmatical weight and proportion sytem(Univers) that didn't stick around even with its logical system.

INSPIRATION


THEY TOLD ME THERE WAS
NOTHING OUT THERE
NOTHING
TO
FEAR
BUT THE NIGHT
MY PARENTS WERE MURDERED
I CAUGHT A
GLIMPSE
OF SOMETHING
I WENT AROUND
THE WORLD
SEARCHED IN ALL THE
SHADOWS
&
THERE IS SOMETHING
SOMETHING
TERRIFYING
OUT THERE IN THE
SOMETHING
DARK
THAT WILL NOT STOP UNTIL
IT GETS
NESS
REVENGE
ME

Litho Roman
72 Point
Regalia
60 Point
Sculptor
48 Point
BIG Daily
36 Point
Majestic FIRE
30 Point
TIME 32 Seconds
24 Point
Bought New MOTOR
20 Point
NOTICE Foreign Diplomat
14 Point
Merchant Invests 49 THOUSAND
12 Point
EXCELLENT Display Composition Wins
10 Point
TYPOGRAPHERS EARNED REPUTATION
Preference for High-Grade Printing is Justified
8 Point
PREDICT IMPROVEMENT IN INDUSTRIAL SITUATION
Leading Automobile Manufacturers Express Optimistic Views
6 Point
AMERICAN TYPE DESIGNS SET THE FASHION EVERYWHERE
Discriminating Advertisers Recognize Importance of Modern Typography
Characters in Complete Font
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
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 . , - ' : ; ! ?
Litho Roman
FIRST NATIONAL
BANK OF DUBOIS
DUBOIS, MASSACHUSETTS
OFFICERS
James D. Holt . . President
Adam Hart . Vice-President
Charles N. Bahr . . Cashier
[132]

mr

SKETCHES

ACCENTED CHARACTERS:

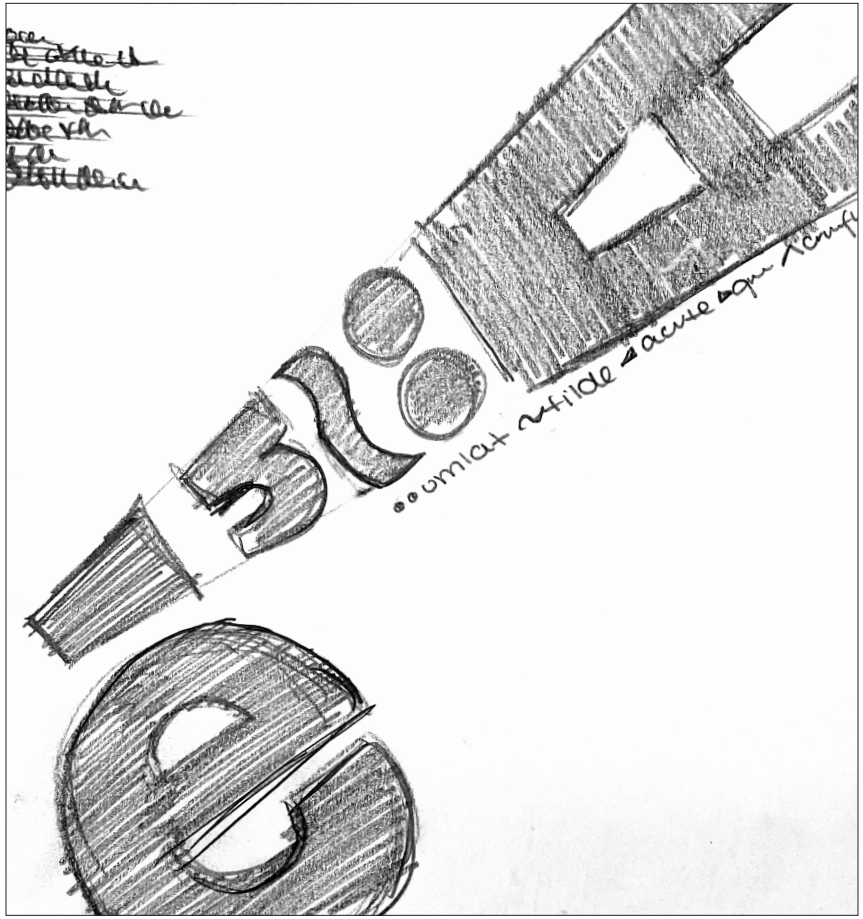
WEIGHT (OF TYPEFACES):

ACCENTED CHARACTERS:

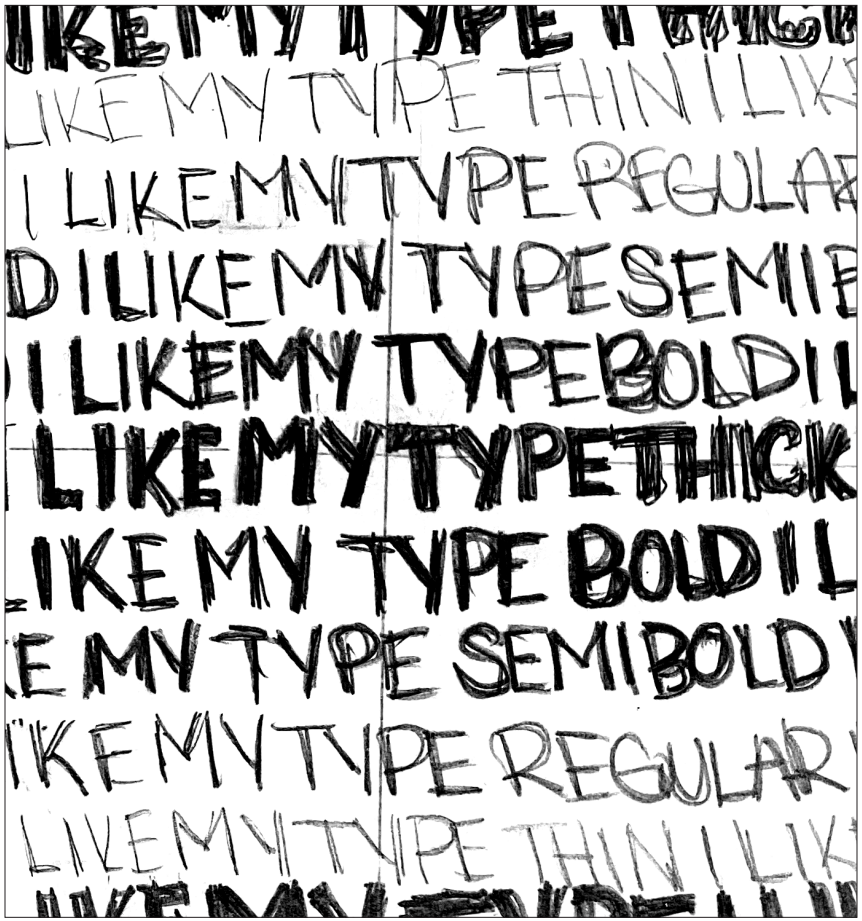
WEIGHT (OF TYPEFACES):

FINAL SKETCHES

ACCENTED CHARACTERS:



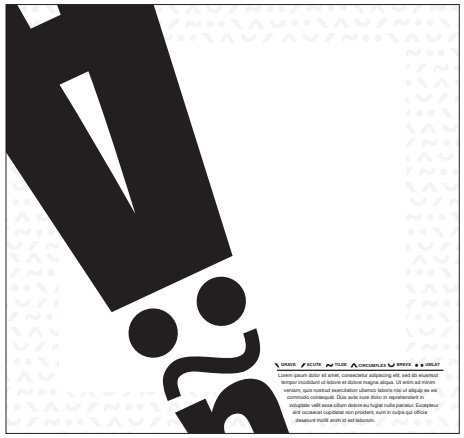
WEIGHT (OF TYPEFACES):



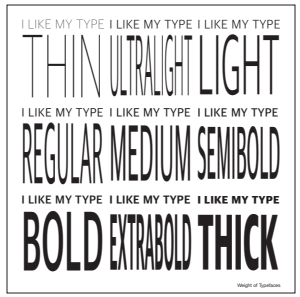
DIGITIAL EXPERIMENTS

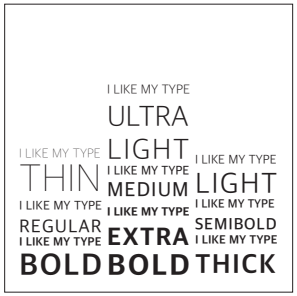
ACCENTED CHARACTERS:

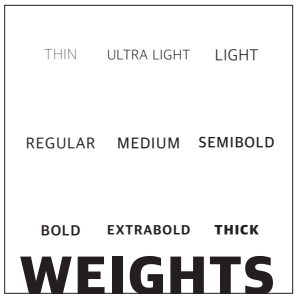
ACCENTED CHARACTERS:



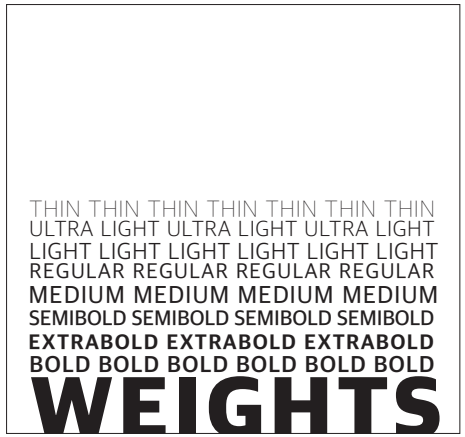
WEIGHT (OF TYPEFACES):

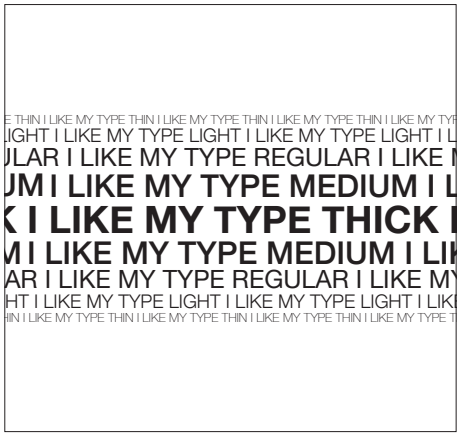






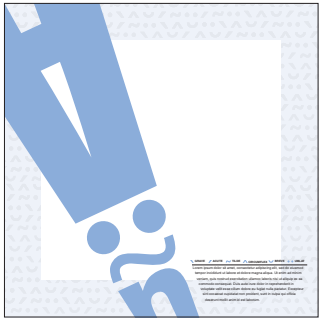
WEIGHT (OF TYPEFACES):





COLOR EXPERIMENTS

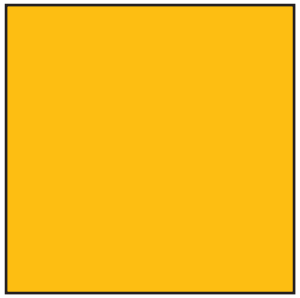
ACCENTED CHARACTERS:



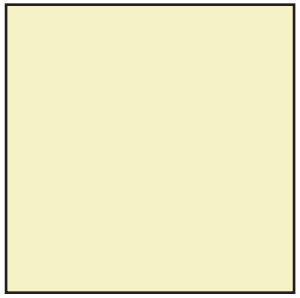
WEIGHT (OF TYPEFACES):

FINAL COLORS AND FONTS:

ACCENTED CHARACTERS:



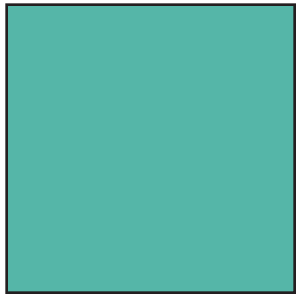
Pantone P 10-8 U
100% Tint
100% Opacity



Pantone P 1-12 U
100% Tint
54% Opacity

WEIGHTS (OF TYPEFACES):

C=100 M=0 Y=60 K=80
100% Tint
100% Opacity



Pantone P 130-160 U
60% Tint
100% Opacity

HELVETICA NEUE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular **Bold**

APPLE SD GOTHIC NEO

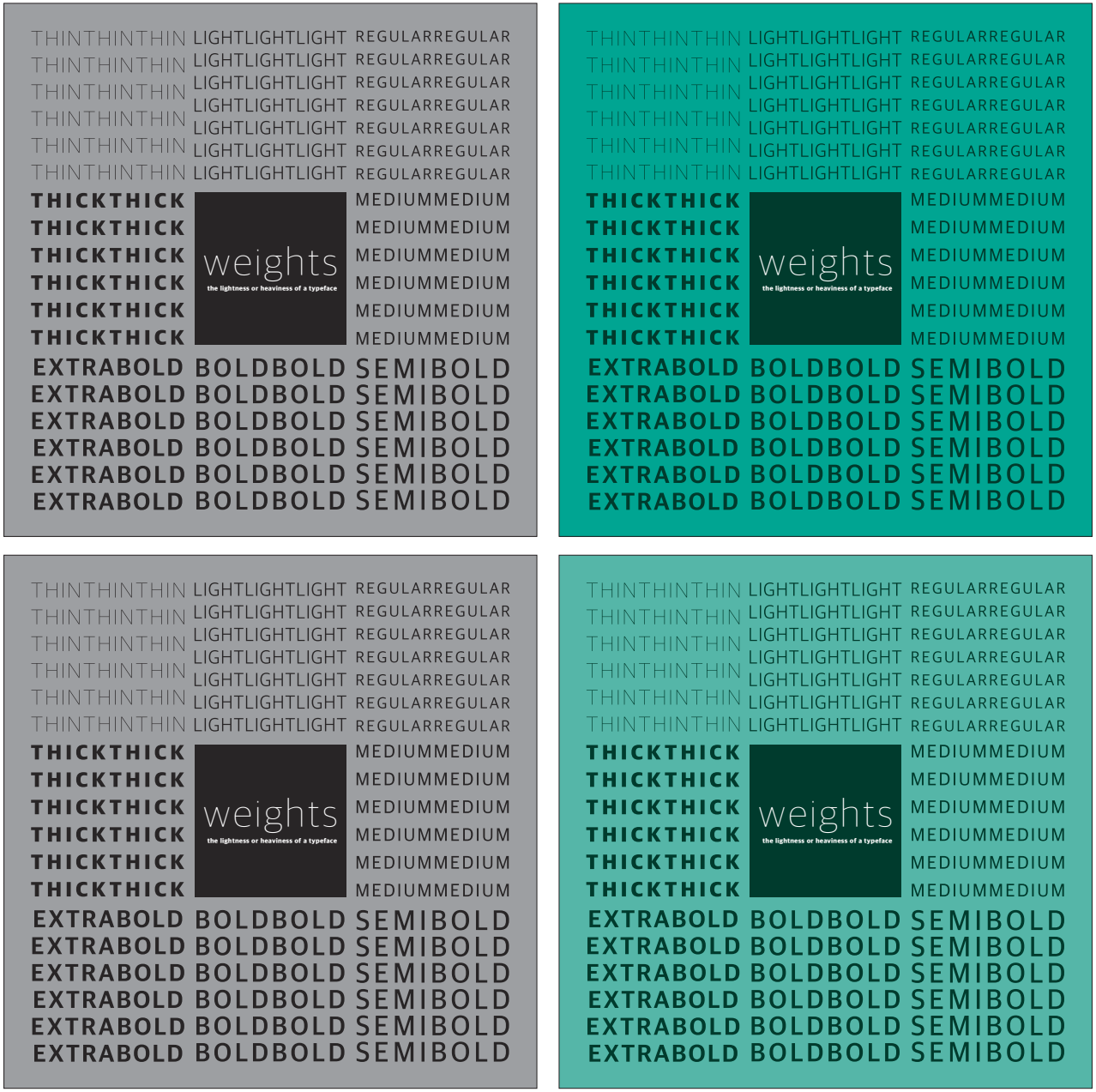
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

THIN LIGHT REGULAR MEDIUM
SEMIBOLD **EXTRABOLD HEAVY**

SEMI-FINALS

ACCENTED CHARACTERS:

WEIGHT (OF TYPEFACES):



FINALS

ACCENTED CHARACTERS:

WEIGHT (OF TYPEFACES):

Typography II
Visual Definitions
Spring 2022
Taylor Smith
Brittyn DeWerth