

Quick Reference: Expressive Type Lettering

Expressive Type

We can make type expressive without having to rely on existing display faces or lettering.

These examples just use a basic Sans Serif typeface, but express **the meaning of a particular word** through the use of design principles.

TYPEFACE (and their families and variations)

SIZE / SCALE

POSTURE

CASE

PLACEMENT

COLOR

SIZE OR SCALE

Surprise!

or

Surprise!

Silence

or

Silence

WEIGHT AND POSTURE

Fast

or

Fast

Strong

or

Strong

Expressive Type

CASE

serious *or* SERIOUS

young *or* YOUNG

REPETITION

crowd *or* ^wcrowd^c
crowd
crowd d
c
c r
r o c r

PLACEMENT

play *or* **p l a y**

fly *or* FLY

COLOR

cold *or* **hot**

cold *or* **hot**

Lettering

Lettering often involves an illustrative or visual approach (drawing, photography, sculpture, etc.). The artist can create a one-of-a-kind or unique solution without the use of typefaces.

