

Times 12/16 C&LC// No Tracking

TRACKING

Alexander Wang (born 1983) is an American fashion designer. A native Californian, Alexander Wang was born and raised in San Francisco and at the age of 18, he moved to New York City. "Anyone can get dressed up and glamorous but it is how people dress in these days off that are the most intriguing" is one of his quotes.

Tracking With Caps & Lower
Case Letters

What happens to type when
there is too much space
between words and letters?

Times 12/16 C&LC// 50 Tracking

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Biography from
wikipedia.com

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Before // Times 90 pt // metric kerning // no adjustment

KERNING

My favorite
entertainer

After // Times 96 pt // metric kerning // manual adjustment

My favorite
entertainer

Helvetica 12/14

A native Californian, Alexander Wang was born and raised in San Francisco and at the age of 18, he moved to New York City where he attended Parsons School of Design and partook in a variety of internships. By his sophomore year, Alex was already designing the first collection of his label Alexander Wang, which in 2005, was predominantly knits. He launched his full women's collection.

Helvetica 12/24

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LEADING

SAN SERIF FONT

Garamond 12/14

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