

Stylistic Alternates—abdfgopq

ALTERNATES ON *abcdefghijklmnopqrstuvwxy z*

ALTERNATES OFF *abcdefghijklmnopqrstuvwxy z*

24 POINT TYPE

Swashes at end of words.

*Appropriate only at the end of a single word
or at the end of a sentence.*

SWASHES AVAILABLE *a o c e f g k m n o s t x y z*

*Give My Regards
To Broadway,
Remember Me
To Herald Square,
Tell All The Gang
On Forty Second Street,
That I Will
Soon Be There.*

*Give My Regards
To Broadway
Remember Me
To Herald Square,
Tell All The Gang
On Forty Second Street,
That I Will
Soon Be There!*

Stylistic Alternates and Swashes applied here. Use Swashes only at the end of a sentence.

Default setting—no styles applied here to improve legibility.

I see
By type
my signature

of bold
of bold

This is getting
out of hand! #6 #7

Settings below can be produced with Adobe InDesign and Illustrator.

Exploration
70 PT TYPE, PLAIN

Exploration
70 PT TYPE, 0.5 PT STROKE

Exploration
70 PT TYPE, YELLOW FILL, 0.7 ORANGE STROKE

Exploration
70 PT TYPE, ORANGE AND BLUE FILL AND STROKE, BOTH 1.9 STROKE

Exploration
70 PT WHITE, WHITE FILL AND STROKE, BOTH 1.9 STROKE
GREEN SHADOW, GREEN FILL AND STROKE, BOTH 1.9 STROKE

Exploration
70 PT TYPE WITH DROP SHADOW

20 pt *The Larger The Better*

24 pt *The Larger The Better*

28 pt *The Larger The Better*

34 pt *The Larger The Better*

46 pt *The Larger The Better*

56 pt *The Larger The Better*

66 pt *The Larger The Better*

76 pt *The Larger The Better*

86 pt *The Larger The Better*