

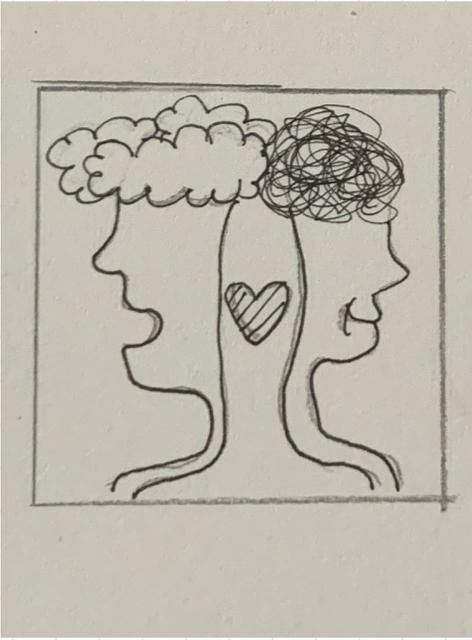
Creating font
using my personal
essence

Design Process Book

- Sneha Krishnan

Taking inspiration from my persona card & qualities

* Taking 2 positive qualities and 1 negative quality to even out



* In this persona card, both (+) & (-) are depicted.

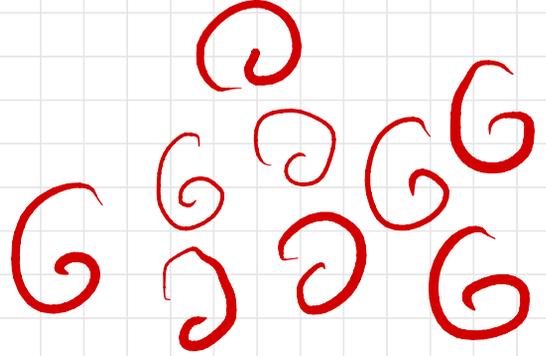
① Dreamer (+)

② Enthusiastic (+)

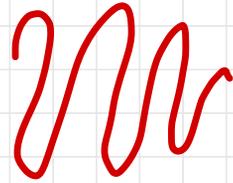
③ Dynamic (-)

Giving a illustration / doodle to the three chosen qualities

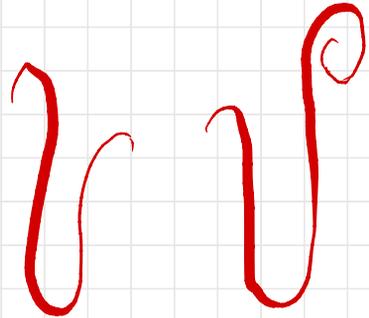
① Dreamed
(+) (curl at the
end of
the letter)



② Enthusiastic
(+) (variety in terms
of anatomy of
type face)



③ Dynamic
(-) (varying in
thick and thin)



A B C D E F

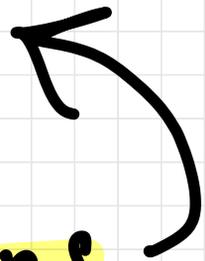
A B C D E F

a b c d e f

g h i j

S

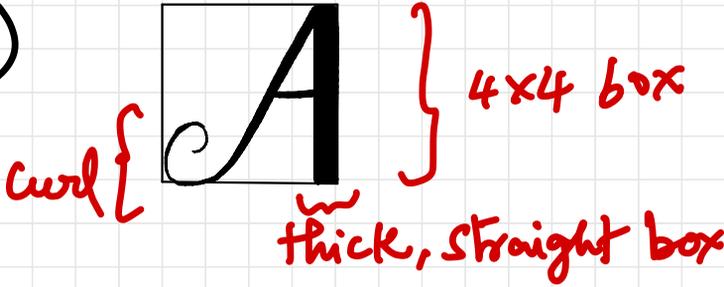
Explorations



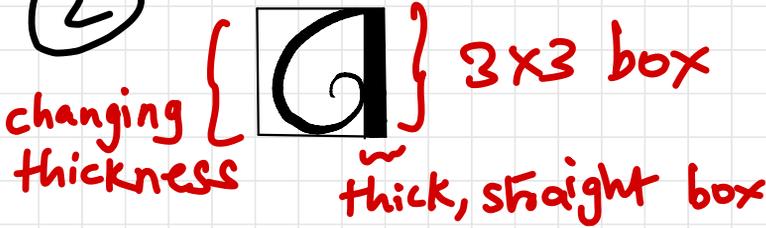
Typeface anatomy

changing thickness

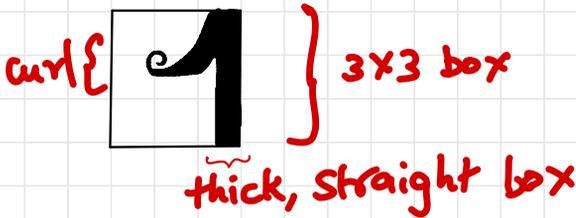
①



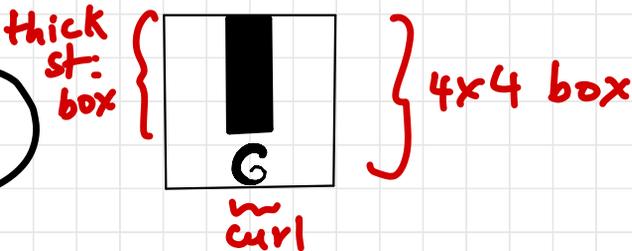
②



③



④



A square box containing a calligraphic uppercase letter 'A'. The letter is formed with thick black strokes. It has a sharp peak at the top, a vertical stem on the right, and a diagonal stroke on the left that ends in a small, elegant flourish at the bottom left.

A square box containing a calligraphic uppercase letter 'G'. The letter is formed with thick black strokes. It has a curved top that descends into a vertical stem on the right, which ends in a small, elegant flourish at the bottom left.

A square box containing a calligraphic uppercase letter 'B'. The letter is formed with thick black strokes. It has a vertical stem on the left, a curved top, and a curved bottom that ends in a small, elegant flourish at the bottom left.

A square box containing a calligraphic lowercase letter 'b'. The letter is formed with thick black strokes. It has a vertical stem on the left, a curved top, and a curved bottom that ends in a small, elegant flourish at the bottom left.

A square box containing a calligraphic uppercase letter 'C'. The letter is formed with thick black strokes. It has a curved top, a vertical stem on the left, and a curved bottom that ends in a small, elegant flourish at the bottom left.

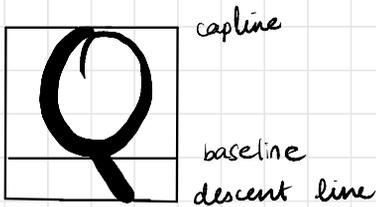
A square box containing a calligraphic lowercase letter 'c'. The letter is formed with thick black strokes. It has a curved top, a vertical stem on the left, and a curved bottom that ends in a small, elegant flourish at the bottom left.

A square box containing a calligraphic uppercase letter 'D'. The letter is formed with thick black strokes. It has a vertical stem on the left, a curved top, and a curved bottom that ends in a small, elegant flourish at the bottom left.

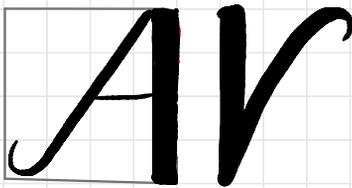
A square box containing a calligraphic lowercase letter 'd'. The letter is formed with thick black strokes. It has a vertical stem on the left, a curved top, and a curved bottom that ends in a small, elegant flourish at the bottom left.

Exploration with glyphs.

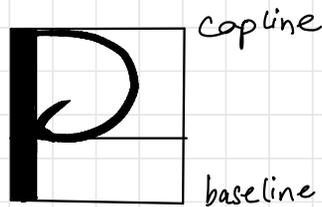
Descent Line of Q



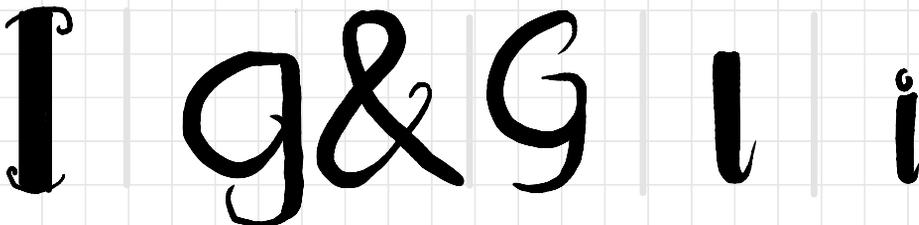
Kern between A X V



p: Baseline & descentline



Understanding space distribution



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 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

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

. ! ? ,

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