



Typography

(420-TYP-ID)

Class 05

Creative typography : Spacing and colors



Creative typography : Treatment



the guardian

Creative typography : Treatment



Creative typography : Treatment

Mobil

Creative typography : Transformation



Creative typography : Transformation



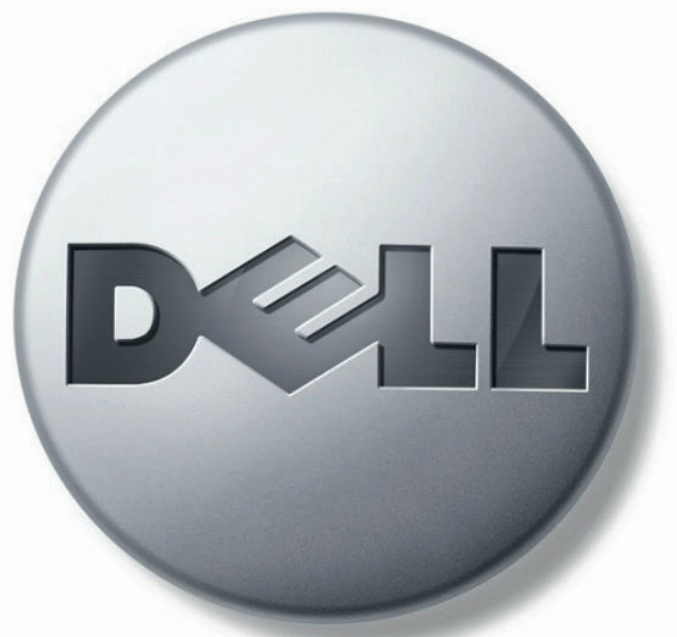
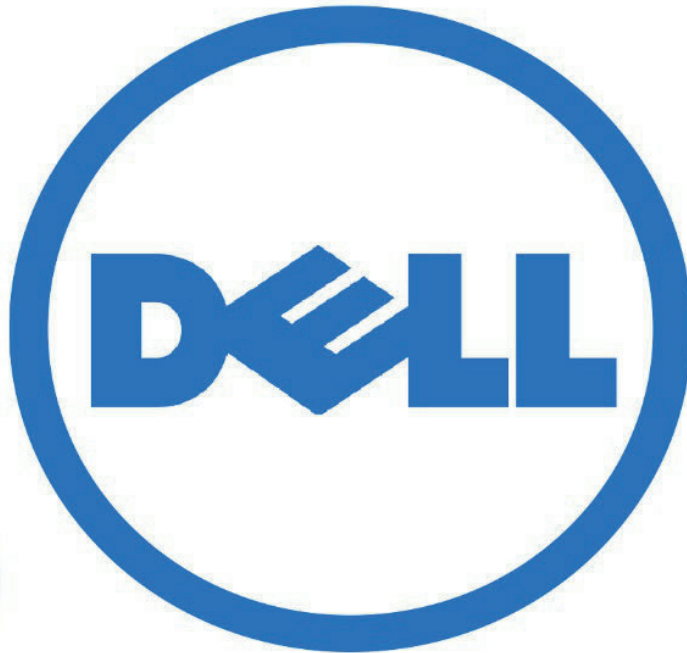
amazon

The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font. Below the text is a thick, orange curved arrow that starts under the 'a' and points towards the 'n', resembling a smile.

You  **Tube**

Creative typography : Transformation

DELL



Creative typography : Transformation

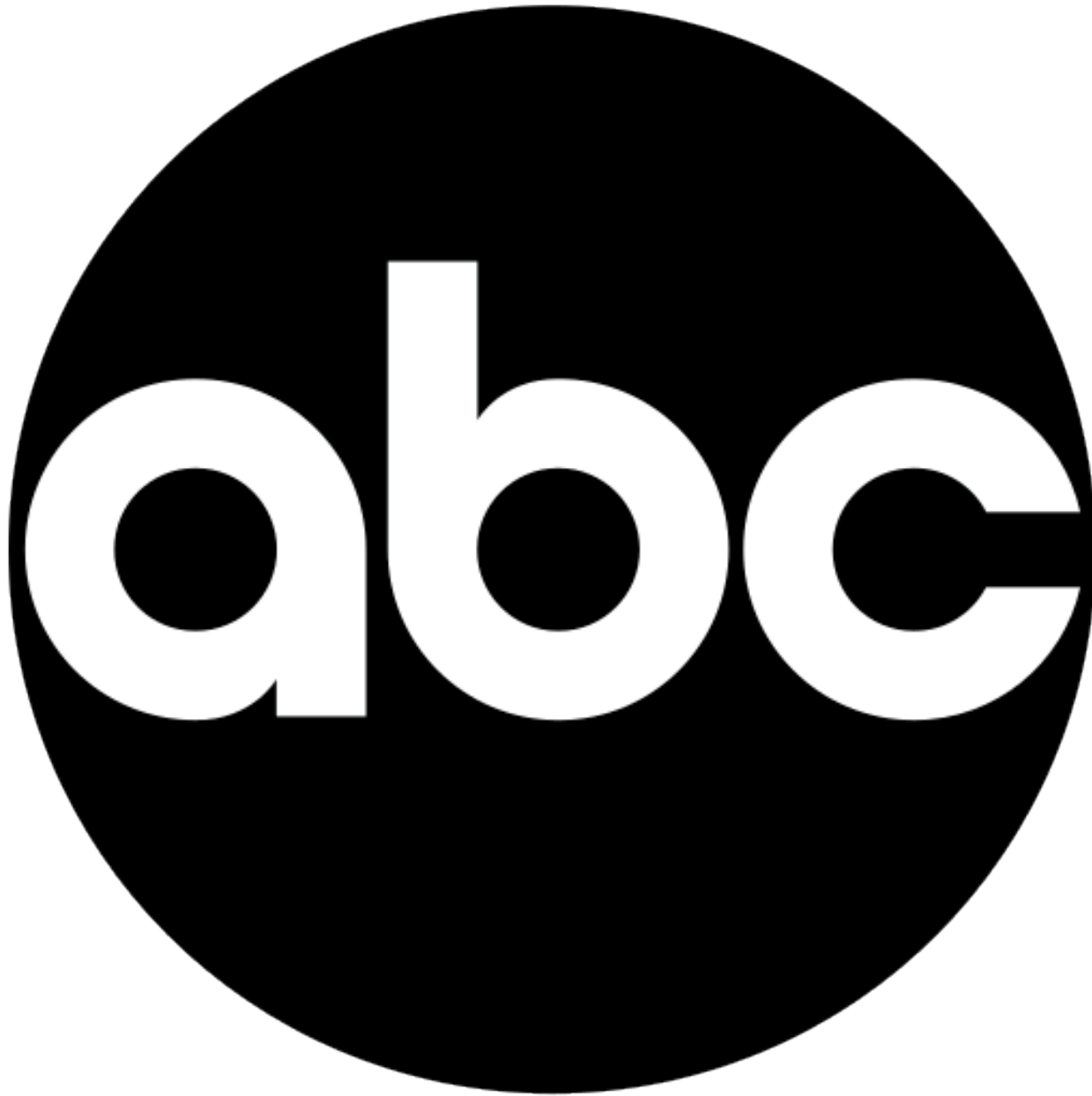


Creative typography : Transformation



AT&T

Creative typography : Transformation



Creative typography : Transformation



Tropicana®

Creative typography : Treatment

EXXON

The image shows the word "EXXON" in a bold, red, sans-serif font. The second 'X' is stylized, with its left and right strokes extending downwards and outwards, crossing the baseline. Below the word is a solid blue rectangular bar that spans the width of the text.

Creative typography : Using negative space

slice™

Creative typography : Using negative space



Creative typography : Using negative space



Creative typography : Using negative space



Creative typography : Using negative space

